CULTURAL TOURISM INVESTMENT AND RESIDENT QUALITY OF LIFE: A CASE STUDY OF INDIANAPOLIS, INDIANA

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This thesis is dedicated to the loving memory of

Kermit and Phyllis Toler; and Ernie and Lavon Gullion.

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ABSTRACT

Christopher Scott Gullion

CULTURAL TOURISM INVESTMENT AND QUALITY OF LIFE: A CASE STUDY OF INDIANAPOLIS, INDIANA

This thesis will explore issues concerning cultural tourism investment and resident quality of life in the Midwestern city of Indianapolis, Indiana. It is important to understand from a cultural tourism perspective how further attempts to grow and invest in tourism will affect resident perception of quality of life and future cultural tourism investment. To achieve this goal, data from the 2012 Indianapolis Quality of Life survey was statistically analyzed to specifically examine how residents' perceived quality of life affects cultural tourism investment. This allows for the study of what city-service attributes (i.e. safety, attractions, transportation, et cetera) identify as potential indicators of whether residents' perception of quality of life affects cultural tourism investment and if there were any correlations between demographic factors of age, gender, ethnicity, and household income with the perception that investing in cultural events and attractions for tourists is good for residents.

Results indicated that several key city-service attributes identify as potential indicators of whether residents' perception of quality of life in Indianapolis affects residents' perceptions that investing in cultural tourism for tourists is good for residents. In addition, several key city-service attributes identified as potential indicators of residents' perception of quality of life in Indianapolis excluding perceptions of cultural

tourism investment. Finally, results indicated that demographic factors of gender, age, ethnicity, and income were not significant when it came to affecting the perception that investing in cultural events and attractions for tourists is good for residents.

Sotiris Hji-Avgoustis PHD, Chair

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

LIST OF PLATES

Chapter One

INTRODUCTION

The question of whether tourism has positive or negative impacts on the perceived quality of life of residents is an ongoing debate in the field of tourism studies. These economical, societal, and psychological impacts are important to examine in the wake of tourism growth in the Midwestern city of Indianapolis, Indiana. Uniquely, this study will examine how cultural tourism investment is affected by residents' perception of quality of life and if there are any potential indicators of this interaction.

Indianapolis is a burgeoning cultural and sports tourism market that seeks to attract tourists to the city and reinvigorate residents. As tourism has grown in Indianapolis, the Department of Tourism, Conventions and Event Management at Indiana University – Purdue University – Indianapolis (IUPUI) identified the need to study the impacts of this growth on the perceived quality of life of residents of the city. Residents' perceived quality of life is important to study because, as according to Faulkner and Tideswell (2010), the impacts of tourism must be monitored on a continuous basis in order to avoid negative effects. Specifically, it is important to measure aspects such as, "mental and physical happiness, culture, and environmental health and safety" (Cecil, Fu, Wang, & Avgoustis, 2010). The continued study of these aspects is important to analyze because tourism programs and policies often rely heavily on economic statistics, which can thus create imbalanced results (Cecil, Fu, Wang, & Avgoustis, 2010). Tourism development, according to Hester (1990), is often treated as the "panacea for poverty" despite the fact that for many communities tourism development brings forth a loss of community, local culture and traditions, and the destruction of valuable cultural and

natural resources. According to McCool and Martin (1994), tourism should help promote resident quality of life and it is important to study resident attitudes in order to better handle negative impacts of tourism.

The best way to gauge resident quality of life is by directly surveying residents in the city of Indianapolis to measure their perception of quality of life and to evaluate their observations concerning cultural tourism development and investment (Cecil, Fu, Wang, & Avgoustis, 2010). This allows for the relationship between residents' perceived quality of life and cultural tourism development and investment to be explored. Much of the background research concerning resident quality of life in Indianapolis has been done in the last nine years. This research has been conducted from within the Department of Tourism, Conventions, and Event Management at IUPUI. Research has focused on the development of a measure to study quality of life of the resident population of Indianapolis and assess the impacts of tourism on the local population.

Each year from 2004 to 2012, a research team of faculty, undergraduate and graduate students employs a convenience sampling technique to survey residents in high-traffic areas of downtown Indianapolis. All research participants voluntarily submit to the survey and must be eighteen years of age or older and live in Indianapolis or the surrounding counties. Face-to-face surveys were utilized due to the higher response rate in comparison to other survey methods (Cecil, Fu, Wang, & Avgoustis, 2008).

In order to develop equilibrium between tourist satisfaction and resident quality of life, cities such as Indianapolis, must encourage future economic growth, embrace cultural tourism and embark on initiatives to develop and expand tourism development (Wang, Fu, Cecil, & Avgoustis, 2006). These stark changes do not have to come at the

cost of resident quality of life and through the study of resident perceptions and desires, the negative effects of tourism can be mitigated.

Background of the Study

After a series of cultural tourism initiatives in Indianapolis beginning in 2002 aimed at improving resident quality of life, a study was developed to evaluate non-economic measures for the city of Indianapolis before full implementation of these initiatives took place (Avgoustis, Cecil, Fu, & Wang, 2005). One of the main purposes of the study was to establish a baseline index of how residents view their own quality of life and also determine any "relationships between the level of awareness by residents of the city's cultural tourism initiative and their quality of life ratings" (Avgoustis, Cecil, Fu, & Wang, 2005). This study focused on three dimensions to determine if a relationship between quality of life and cultural tourism awareness exists (Avgoustis, Cecil, Fu, & Wang, 2005). These three dimensions (physical characteristics, environmental characteristics and emotional, mental and spiritual characteristics) were adapted from a model developed by Raphael, Steinmetz, and Renwick (1998). This model, which was originally a health-based approach to studying community quality of life in Toronto, Canada and other North American cities, was a useful tool because it put emphasis on resident perceptions of what they determine as satisfactory in regards to quality of life (Avgoustis, Cecil, Fu, & Wang, 2005). The results of this study indicated that resident perceptions of the three dimensions "significantly correlated with their understanding of cultural tourism in Indianapolis" (Avgoustis, Cecil, Fu, & Wang, 2005).

In 2007 a study was published that focused on predicting residents' perceptions of cultural tourism attractiveness. This study did not research resident quality of life, but

certain aspects of the Indianapolis Quality of Life study were utilized in this study. Since the purpose of this study was to measure residents' perceptions of the city's cultural tourism development, certain attributes were developed to better measure this aspect. Twenty-six city-service attributes were developed that represented different city-services and facilities in Indianapolis; such as, parks, transportation, and safety (Fu, Cecil, Wang, & Avgoustis, 2007). Several items regarding safety, transportation, infrastructure, cleanliness, and attractions/shopping that were refined in this study would be incorporated into future Indianapolis quality of life studies.

In 2008 a continuation of the Indianapolis Quality of Life study was published with 2006 survey data. The purpose of this study was to analyze trends in the data since the first study in 2004. The 2006 study was post full implementation of cultural tourism initiatives by the city of Indianapolis that were aimed at improving resident quality of life. This study measured the same three dimensions and as in the 2004 study results indicated that resident perceptions of the three dimensions had significant correlation with their understanding of cultural tourism in Indianapolis (Cecil, Fu, Wang, & Avgoustis, 2008).

In 2010, consecutive year's longitudinal data from the Indianapolis Quality of Life study was published. The research reported five-year study data collected between 2004 and 2008. The goal of the study was to analyze overall trends in the data since the first study in 2004. It is indicated that throughout the study certain quality of life attributes have been included in the survey. These additions were five-point Likert-scale questions that were grouped into the following five categories: overall health, frequency of physical activity, happiness, stress level, and sense of community (Cecil, Fu, Wang, &

Avgoustis, 2010). An additional five-point Likert-scale question, “overall satisfaction with the quality of life in Indianapolis”, was added in the 2007 and 2008 survey (Cecil, Fu, Wang, & Avgoustis, 2010).

In addition, cultural tourism and sports tourism related items were developed. These items asked residents to reflect upon their awareness of cultural tourism/sports tourism campaigns, perceived benefits of cultural tourism/sports tourism to the city, their satisfaction and enjoyment with tourism, dependence on public and private support, and the overall potential success of cultural tourism/sports tourism marketing campaigns in Indianapolis (Cecil, Fu, Wang, & Avgoustis, 2010). The study measured the consistent items in the survey from 2004 to 2008; such as, enjoyment of cultural attractions, awareness of accomplishments and potential future success (Cecil, Fu, Wang, & Avgoustis, 2010).

Results indicated steady improvement in overall resident awareness of cultural tourism campaigns and the study concluded “that there are no evidence to differentiate individuals’ perceptions of their quality of life based upon one’s gender, age, ethnicity, income, and length of residency” (Cecil, Fu, Wang, & Avgoustis, 2010). Overall the results indicate that there were not any significant increases in quality of life ratings of Indianapolis residents in relation to cultural tourism development and there were no strong relationships between residents’ overall quality of life and their perceptions of the importance of cultural tourism development (Cecil, Fu, Wang, & Avgoustis, 2010). An implication from this study suggests that resident level of awareness pertaining to the importance of cultural tourism development is still low and there is room for

improvement in marketing and support for cultural tourism initiatives in Indianapolis (Cecil, Fu, Wang, & Avgoustis, 2010).

Statement of the Problem

The problem of the study was to examine how residents' perceived quality of life affects cultural tourism investment. This study utilizes research regarding resident quality of life conducted by Amanda Cecil, Yao-Yi Fu, Suosheng Wang, and Sotiris Hji-Avgoustis from the Department of Tourism, Conventions and Event Management within the School of Physical Education and Tourism Management at IUPUI.

Purpose of the Study

The purpose of the study was to examine city-service attributes to determine if they act as potential indicators of whether residents' perception of quality of life affects cultural tourism investment using data from the 2012 Indianapolis Quality of Life Study. This data was used to determine what residents thought concerning various city-service attributes and cultural tourism in Indianapolis. Demographic information was also collected. The study addressed the problem with the following research questions:

- What city-service attributes are identified as potential indicators of whether residents' perception of quality of life affects cultural tourism investment?
- Were there any correlations between demographic factors of age, gender, ethnicity, and household income with the perception that investing in cultural events and attractions for tourists is good for residents?

Hypothesis

For this study two null hypotheses were utilized as a guide to examine how residents' perceived quality of life and demographics affect cultural tourism investment.

- There are no city-service attributes that serve as potential indicators of whether residents' perception of quality of life affects cultural tourism investment.
- There are no correlations between demographic factors such as; age, gender, ethnicity, and household income with the perception that investing in cultural events and attractions for tourists is good for residents.

Need for the Study

Indianapolis is built for tourism and as tourism continues to grow it is vital to study the impacts of tourism on residents (Indianapolis Convention & Visitors Association, 2012; Wang Fu, Cecil & Avgoustis, 2006; Wood, 2007). According to Cecil, et al (2010) the impacts of cultural tourism in urban environments are not well understood. In an urban environment it is crucial to achieve social and economic prosperity. A catalyst for this prosperity is a robust economy spurned by strong development in various economic sectors including tourism. In addition, it is essential to have a safe place for residents to live, access to education and housing, ample community involvement, and art and entertainment experiences for residents to enjoy.

According to Anderreck and Nyaupane (2010), improvements in quality of life can be achieved through the "development of tourism products that can also be enjoyed by residents, such as festivals, restaurants, natural and cultural attractions, and outdoor recreation opportunities". Indianapolis' efforts to improve quality of life for residents and also improve cultural tourism offerings has manifested in various forms. Indianapolis hosts many cultural and ethnic festivals; invests in museums such as the Eiteljorg Museum of American Indians and Western Art, Indianapolis Children's

Museum, Indianapolis Museum of Art, and the Indiana State Museum; and is continuing to develop the Cultural Trail which connects all five downtown cultural districts. These might be important developments for cultural tourism but it is also crucial to maintain and develop services that promote resident satisfaction with cultural tourism (Cecil, Fu, Wang, & Avgoustis, 2008).

Growth in Indianapolis tourism can be expected to climb with recent tourism achievements such as the 2012 Super Bowl, which promoted greater tourist awareness of the city and, as many of these large-scale events do, it encouraged creation of new facilities and infrastructure (Indianapolis Convention & Visitors Association, 2012). New facilities and infrastructure include: Lucas Oil Stadium; additions to the Indiana Convention Center which now offers 745,000 square feet of exhibition space; a brand new one-thousand room J.W. Marriott hotel; and city-wide beautification planning (Indianapolis Convention & Visitors Association, 2012). According to the Indianapolis Convention & Visitors Association (2012) twenty-two million visitors (up from twenty million in 2010) were attracted to Indianapolis in 2011 and generated roughly $3.95 billion dollars in economic impact.

It is important then, to understand from a cultural tourism perspective how further attempts to grow and invest in cultural events and attractions will affect resident perception of quality of life and vice-versâ. This study will benefit the continued study of tourism impacts in Indianapolis and other communities while providing beneficial information regarding resident quality of life and cultural tourism investment.

Delimitations

The following are delimitations of this study and the 2012 Indianapolis Quality of Life survey:

- Study participants were selected using a convenience sampling technique during various cultural and sporting events in the city of Indianapolis during September and October of 2012.
- Focus of this study is solely on cultural tourism and excludes sports tourism (*see definitions*). Note: This is only a delimitation of the study not the survey.
- Study participants must be 18 years of age and Indianapolis residents or residents of the surrounding counties.

Limitations

The following are limitations of this study and the 2012 Indianapolis Quality of Life survey:

- Attitudes of the sampled population may have been influenced by the cultural and sporting events they were attending and/or were occurring during the survey period.
- Data gathered is self-reported and thus cannot be independently verified and may be biased (the sampled population was primarily people attending cultural and sporting events).

Assumptions

This study and the 2012 Indianapolis Quality of Life survey were conducted based on the following assumptions:

- Participants responded truthfully.

- Participants were residents of Indianapolis and/or the surrounding counties.
- Participants were at least 18 years of age.

Definitions

It is important for this study to define ‘cultural tourism’ and ‘quality of life’; which the definitions will serve two main purposes: (1) to establish for the reader what cultural tourism and quality of life can encompass and (2) to better utilize the 2012 Indianapolis Quality of Life survey.

So what is cultural tourism? This question, which is seemingly easy to answer, is actually a quite complicated consideration. This problem stems from the troubles of defining culture itself; a problem that has long intimidated philosophers and anthropologists. English anthropologist Edward Tylor defined culture as a “complex whole that incorporated knowledge, belief, art, morals, laws, and customs that are acquired as a member of society” (Tylor, 1871). American anthropologist Clifford Geertz once defined culture in a more symbolic approach as:

> “an historically transmitted pattern of meanings embodied in symbols, a system of inherited conceptions expressed in symbolic forms by means of which men communicate, perpetuate, and develop their knowledge about and their attitudes toward life” (Geertz, 1973).

If we understand cultural tourism to encompass a cultures art, morals, beliefs, customs and knowledge, then we must consider the scope of things that fall under cultural tourism to be quite large. The 2012 Indianapolis Quality of Life survey will utilize the following cultural tourism definition: ‘experiencing the diverse mosaic of places, traditions, arts, celebrations and experiences that the Indianapolis area offers to

residents and visitors. It is an important component of an overall tourism plan that emphasizes the total Indianapolis experience'. This definition is actually written on the survey for respondents to read and consider while answering various cultural tourism and quality of life related questions.

In the end, what people consider cultural tourism will vary vastly; some may consider sporting events cultural tourism, while others would not; and some people may only consider attractions such as outdoor theatre and art galleries to be cultural tourism. Although the definition does leave out sporting events (another section of the 2012 Indianapolis Quality of Life survey defines and asks questions related to sports tourism), the definition encompasses what is typically considered cultural tourism.

Quality of life can be vague, not easily defined, and have different meanings for different people. The World Health Organization defines quality of life as: "individuals' perception of their position in life in the context of the culture and value systems in which they live and in relation to their goals, expectations, standards and concerns" (World Health Organization, 1997). As Lloyd and Little (2007) remark; quality of life "is considerably value-laden and values differ across individuals and cultures". Thusly, as Iwasaki (2007) suggests "people living in different situations see different things as essential to a meaningful existence". For some a high quality of life may mean better schools and better access to healthcare; while for others a high quality of life may signify wealth or access to leisure activities. For this thesis I have chosen to utilize the World Health Organizations definition of quality of life. This definition has been repeated by others in the field, namely Iwasaki (2007), and illustrates the importance of individuals'

perception concerning quality of life and does not interfere with the continuation of this study.

Chapter Two

LITERATURE REVIEW

Introduction

The purpose of the study was to examine city-service attributes to determine if they act as potential indicators of whether residents' perception of quality of life affects cultural tourism investment. This literature review highlights the importance of tourism impact studies and demonstrates the varying viewpoints concerning how best to study and measure these impacts. As cultural tourism continues to grow throughout the world and in cities like Indianapolis, it is important to examine research related to cultural tourism impacts and resident quality of life (Wang, Fu, Cecil, & Avgoustis 2006; Wood, 2007).

This chapter reviews the existing literature regarding the study of cultural tourism and related impacts on quality of life and cultural tourism development. The literature review begins with a general overview of resident satisfaction and tourism development support, which discusses indicators of resident perceptions of cultural tourism and demographic factors. Next, a review of literature concerning the quality of life of residents in urban environments is presented; followed by a review of literature concerning the impacts of cultural tourism. Ultimately, it is important to have a thorough understanding of previous work so that we can better interpret the role that cultural tourism has in the life of residents of Indianapolis.

Resident Satisfaction and Tourism Development Support

To better understand residents' perceived quality of life and the impacts of cultural tourism in cities such as Indianapolis it is beneficial to review factors affecting

resident satisfaction and tourism development. Cities are frequently using events such as the Olympics, World Fairs, and the Super Bowl; which are unmistakably important in terms of marketing and tourism benefits, to encourage tourism development and growth (Richards & Wilson, 2004). These events often spur revitalization of the local economy, infrastructure improvements, and improvement of city image (Richards & Wilson, 2004). Though these large scale events are important it is also vital to remain loyal to local culture, customs, and ideology (Jelincic, 2002). Thus, as often is the case, these local cultures and customs are promoted through tourism development as cities seek new ways of attracting visitors (Richards & Wilson, 2004). If cultural events are properly planned and managed, they can contribute considerably to the local economy, especially if these events are considered as "attractors of tourist flows" (Bracalente, et al., 2011). The 'cultural environment' of cities and rural areas is an important stimulus for tourism, but resident concerns must be considered during all stages of tourism development (Throsby, 2009).

Though tourism development is vital to the longevity of cultural events held within cities such as Indianapolis; inevitably, gaps emerge between support for tourism development and resident satisfaction (McCool & Martin, 1994). It is at this juncture when the development and promotion of cultural events, festivals, and various other events for tourists meets scrutiny (Twynam & Johnston, 2010; Getz 1991). Andereck and Vogt (2000) discuss that though the impacts of tourism have been studied for a long time, little effort and time has been devoted to studying the relationship between resident attitudes and support for tourism development. This development has the potential to

have lasting impacts on local residents and according to Ramkissoon and Nunkoo (2011); “tourism has been found to alter the social and internal structure of a society”.

Brida, Disegna, and Osti (2011) advise that since successful tourism development relies on the generosity of local residents it is crucial to respect the desires of the resident population. Brida, et al studied tourism impacts and attitudes toward tourism policies and discovered that while residents agreed that tourism attracted more investments and spending, tourism is also believed to have increased the price of local goods and services (including real estate) for residents (Brida, Disegna, & Osti, 2011). These negative aspects can have strong negative influences on residents’ perception of tourism.

A key step in tourism development plans is gaining resident support, thus it is important to understand what shapes residents attitudes toward tourism. Ross (1992) along with Cooke (1982) and Loukissas (1983) suggest that greater care should be taken with tourism development so as to avoid any potential negative impacts for residents. According to Matarrita-Cascante (2010), interaction between residents and tourists promotes the exchange of ideas which can lead to economic and social progress, but as McCool and Martin (1994) discuss, tourism can bring forth challenges for residents that other industries do not, such as; crime increases, disruption, population increases, conflicts in values, and impacts on local culture. Oviedo-Garcia, et al (2008) explores residents’ perceptions of tourism and highlights economic, cultural, and environmental effects as being determinants of residents’ attitudes towards tourism development and planning. It is determined that the level of personal benefits gained from tourism influences resident perceptions regarding tourism impacts, thus affecting resident support of tourism development and planning (Oviedo-Garcia, Castellanos-Verdugo, & Martin-

Ruiz, 2008). Thus, it is crucial to consider the divide between residents who receive social and economic benefits from tourism and those who do not. Sharma and Dyer (2009) studied this dilemma and discovered that people who receive direct economic benefit from tourism were more likely to agree with statements concerning economic benefits and were less likely to agree with statements concerning negative impacts of tourism. The study highlights the fact that there is an association between the level of resident involvement with tourism and their perceived social and economic benefit from tourism. This study has unique implications for tourism development in that policies should focus on providing jobs and attracting investments into the community, which can benefit resident quality of life. Aref (2011) suggests the strongest tourism impacts are often linked with emotional and community well-being, and income and employment.

Tourism development will create divides amongst residents who support development and those who do not. This can be due to loyalty to tourism development either from social or economic perspectives and this will impact perceptions of tourism and quality of life (Andriotis & Vaughan, 2003). Andriotis and Vaughan (2003) state that, "benefits from tourism are often concentrated in the hands of a limited number of people who have the capital to invest in tourism at the expense of other segments of the community". This can be magnified in urban environments and thus anti-tourist segments can emerge. Careful tourism development planning can help prevent such negative tourism outcomes and provide balance in the local community. Studies conducted by Chen (2000), which explored urban residents' attitudes toward tourism development and sought to understand their perceptions of tourism and Chen (2001) that explored the development of a tourism impact assessment scale have made important

leaps in the understanding of the impacts that cultural tourism has on residents in urban environments. Chen (2000) indicated that residents loyal to tourism development overlooked negative impacts; while non-loyal residents were more concerned with infrastructure problems and land value. This study highlights the importance of evaluating the essential role that residents in urban environments play in tourism development.

Kim (2002) studies how tourism development affects resident satisfaction and discusses how residents' attitudes toward tourism change during different levels of tourism development. For example, during early stages of tourism development some residents may feel stress when demand for more public services and infrastructure is at its peak; while during the maturation stage of tourism development resident satisfaction is often higher. Getz (1994) supports the notion that as tourism passes the maturation stage of development resident support can often decrease. Economic downturns, tourism facility declination, and the failure of tourism to provide desired benefits to residents can result in increased negative attitudes toward tourism (Getz, 1994). These development stages appear to be an expansion or progression from Doxey's Irridex. The term *irridex* refers to 'irritation continuum', and describes how interactions between resident and tourist change from desirable to antagonistic through the stages of tourism development (Smith & Krannich, 1998). G.V. Doxey's 1975 work established principal models of resident attitudes, which according to Harrill (2004) were used to "define attitudes of residents resulting from social impacts in a destination community". Doxey's model suggests that early stages of tourism development are met with optimism concerning the economic potential that tourism offers. Later stages of development, however, are met

with increased resident apathy which can thus lead to stages of annoyance and antagonism (Harrill, 2004).

Indicators of Resident Perceptions of Cultural Tourism

There are many factors that can effect resident satisfaction and acceptance of tourism development. Explaining and predicting success of cultural tourism is an important topic in tourism studies related to resident satisfaction and quality of life. As mentioned in chapter one, it is important to identify potential predictors and indicators of whether resident perception of quality of life affects cultural tourism investment because these factors could be potentially useful in continuing studies related to cultural tourism investments and resident perception of quality of life. So what are predictors and indicators? A predictor variable is essentially an independent variable that may potentially represent a 'cause'; whereas an indicator may not be a direct cause but 'points' researchers in the direction of a potential cause (Furr & Bacharach, 2008). Diener and Suh (1997) discuss economic, social and subjective indicators of quality of life and suggest that social indicators and subjective well-being measures are crucial in evaluating society. Diener and Suh state that 'objective' social indicators like homicide rates are based on quantitative statistics rather than subjects perceived notion of well-being and subjective well-being indicators primarily deal with respondents own "internal judgment of well-being".

A 2009 study by Yamada, Heo, King, and Fu investigated the relationship between urban residents' life satisfaction and five life domains; these domains were health perception, wealth, safety, community pride, and cultural tourism (Yamada, Heo, King, & Fu, 2009). This study was concerned with what makes people happy and what

affects life satisfaction. Results indicated these five life domains were significantly related to life satisfaction; interestingly health perception, wealth and community pride were the strongest indicators. Furthermore, a positive relationship was found between cultural tourism and life satisfaction, which is important for the continued study of cultural tourism impacts on resident quality of life. As Cecil, et al (2008) suggest, the quality of life in urban populations is important if a city such as Indianapolis hopes to achieve strong economic prosperity through tourism development.

Faulkner and Tideswell (2010) report relatively positive attitudes toward tourism development in the urban sprawl of the Gold Coast of Australia. As tension between tourism and urban development rise, the authors determine that residents' involvement in tourism, proximity to tourist activity, and length of residence were notable attributes that effected resident perception of tourism. In addition, and as suggested by Cecil, et al (2010), in destinations with mature tourist infrastructure and support, residents were less antagonistic toward tourism (Faulkner & Tideswell, 2010).

Fu, Cecil, Wang, and Avgoustis (2007) identify city-service factors that predict success of cultural tourism from residents' point-of-view. Twenty-six city-service attributes (social indicators) were developed that represented different city-services and facilities in Indianapolis; such as, parks, transportation and safety (Fu, Cecil, Wang, & Avgoustis, 2007). In addition, two objectives were identified (1) "To what extent can the variation of attractiveness of cultural tourism be explained by the set of city-service attributes"? (2) "Which city-service dimensions may play a significant role in determining Indianapolis' attractiveness as a cultural tourism destination based on the perceptions of Indianapolis residents"? Fu, et al (2007) conclude that

"landscape/architectural services, hospitality services, transportation/infrastructure services and leisure services" were important city-service factors that predict success of cultural tourism in Indianapolis. Fu, et al suggest that the main objective of a city's cultural tourism initiative is "to increase residents' awareness of the city's cultural attractions and their cultural participation" and thus the more awareness residents have of cultural tourism the more likely they will be to support it.

Demographic Factors

McGehee and Andereck (2004) examined factors predicting resident attitudes toward tourism in various communities in Arizona. The authors state that there have been numerous studies attempting to find relationships between an individual's characteristics (demographics, personal benefits from tourism, community attachment, et cetera) and attitudes toward tourism development. Generally, studies have shown that residents whose livelihood depends on the tourism industry or "perceive a greater level of economic gain tend to have a more positive perception of tourism's economic impact than other residents" (McGehee & Andereck, 2004). Interestingly, McGehee and Andereck (2004) suggest that studies are inconclusive as to whether demographics have a relationship with tourism attitudes.

On the contrary, according to Hong Long and Kayat (2011), demographics often play an integral part in the understanding and acceptance of tourism development and planning. Hong Long and Kayat (2011) while working on a study in Vietnam to determine resident perceptions toward tourism development in Cuc Phuong National Park, discovered that certain demographic factors such as; age, gender, ethnicity, place of birth, marital status, level of education, income, job status, and length of residency

impacted residents' perceptions toward tourism. Huh and Vogt (2007) identified several socioeconomic factors that explain resident attitudes' toward tourism; such as, age, income, length of residency, and gender. Huh and Vogt suggest that older residents were more likely to see the positive impacts of tourism and overlook negative impacts. Furthermore, Huh and Vogt (2007) discuss Girard and Gartners' 1993 study that investigated short and long term second homeowners in Wisconsin. The study discovered that long term residents were less supportive of further tourism development. This echoes research conducted by McCool and Martin (1994), which concluded that the longer a resident lives in a community the less supportive of tourism development they tend to be. In further support of the notion that long term residents tend to have negative feelings for further tourism development; a study conducted in York, England by Snaith and Haley (1999) examined various socioeconomic variables; such as, income, age, gender, length of residence, home ownership, distance of residence and determined that length of residency and home ownership were associated with their opinions related to tourism. Residents who were new to York were determined to be less hesitant to further tourism development (Snaith & Haley, 1999; Huh & Vogt, 2007).

Gender, which is another strong indicator of residents' attitudes toward tourism, was determined by Mason and Cheyne (2000) to be an important factor to consider in regards to tourism development in a rural region of New Zealand. The study found that though males were more supportive of tourism development than females; females were often more concerned with the negative impacts of tourism compared to males. In addition, female respondents indicated that they had higher expectations for future tourism job placements and business opportunities.

Quality of Life of Residents in Urban Environments

This study continues research into resident perception of quality of life in Indianapolis and focuses specifically on whether resident perception of quality of life affects cultural tourism investment. Thus, this study will mirror in many respects the same methodological approach that previous research utilizing the Indianapolis Quality of Life survey has utilized. In effort to study resident satisfaction/quality of life and tourism sustainability studies must identify, measure and consider the entire scope of impacts that tourism can have on the resident population (Yunis, 2004). Most studies examine structural factors such as various social categories and local attractions; while others examine the needs and values of residents (Inglehart & Rabier, 1986).

Avgoustis, et al (2005) during development of the Indianapolis Quality of Life survey utilized an adapted model from Raphael, et al (1998) to design and pilot-test the survey. That particular study focused attention on certain community dimensions that affect the quality of life of residents. Quality of life was assessed by the following indicators: "'being,' which reflects who the individual is and has physical components; 'belonging,' which involves people's relationship with their environments; and 'becoming,' which involves individual activities to achieve individual emotional, mental and spiritual goals, hopes and aspirations".

Anderreck and Nyaupane (2010) state that, "few tourism studies have measured quality of life in the way it is most often measured in sociological studies", and to measure quality of life two indicators can be used: (1) objective circumstances, and (2) subjective circumstances. In addition, Anderreck and Nyaupane suggest that measures can be absolute or relative and compare quality of life to some ideal standard; studies can

also measure aspects of quality of life and community services and how these relate to resident satisfaction. Objective quality of life measures often include economic factors such as employment and income; and social factors that include family structure, recreation and environmental factors (Anderreck & Nayaupane, 2010). Subjective quality of life measures often focus on emotions and values, happiness, life-satisfaction and standard of living (Anderreck & Nayaupane, 2010).

For this study it was important to examine quality of life research that concentrated on urban environments. Urban tourism faces many of the same problems of rural tourism only in a more concentrated and more populous environment. In rural communities tourism can often be viewed as a method to bring in fresh economic growth and prosperity but as Smith and Krannich (1998) suggest, it can also bring negative social impacts. According to Matarrita-Cascante (2010), rural areas often "lack economic diversity and adequate infrastructure, rely on a limited number of industries, and contain a less educated and healthy population". Nevertheless, rural residents desire to improve their quality of life and remain proactive in their attempts to control tourism development. Jurowski and Brown (2001) explored resident involvement in rural tourism development and discovered that involved residents valued their quality of life higher than noninvolved residents despite there being "no statistically significant differences in how involved versus noninvolved citizens evaluate the potential impacts of tourism". The involved residents were more interested in tourism that would preserve local culture and rejected a new convention center and theme parks.

Focusing on urban environments like Indianapolis, Wang, et al (2006) has suggested that the impact of cultural tourism upon urban environments is still not fully

understood. Quality of life studies in urban environments can be especially important due to the complicated structure of life in cities. Indianapolis, with a city population of around 830,000 and a metropolitan population of nearly 1,800,000 people, is a big city that has avoided 'tourism overkill' and shares a relative harmonious existence between tourists and residents (United States Census Bureau, 2012). Nevertheless, negative impacts of tourists may cause residents to resent tourism. A study done by Queens University Belfast discovered while monitoring a cultural event for two years that resident levels of satisfaction with tourism were highest during year one due to the perceived economic benefits and infrastructure improvements; while in year two resident satisfaction with tourism declined significantly (Queens University Belfast, 2005).

Policies regarding cultural tourism development were studied by Garcia (2004) in the context of an urban European environment. The study examines the role of culture in cities and examines in detail the European City/Capital of Culture program in Glasgow and Barcelona, which transformed and regenerated cultural activity in these cities. Garcia suggests five key things to consider for urban markets that may be considering the development of cultural tourism or hallmark infrastructures: sustainability of capital investment and building schemes; all levels of community involved in local consultation; facilitate creation and maintenance of local culture for local consumption and cultural export; ensure that cultural investments bring communities together and not alienate people and their environment; and measure the cultural and economic impact of cultural investments.

To better understand quality of life one must consider residents' needs and expectations. Research done for this study focused mainly on resident perceptions of

quality of life and resident attitudes toward tourism with less attention paid to economic indicators of resident quality of life. This is mainly due to the numerous components that can affect economic satisfaction of residents and due to the fact that the Indianapolis Quality of Life survey does not specifically address these issues.

Impacts of Cultural Tourism

It is essential to analyze impacts of cultural tourism on resident populations, particularly in regard to social impacts. Social impacts can focus on numerous issues that affect the daily and long term lives of residents and these issues are often multifaceted in nature. After analyzing factors that affect resident satisfaction and quality of life, it is important to discuss potential positive and negative impacts of cultural tourism. According to Huh (2002), cultural tourism and heritage tourism are the fasting growing segments in the tourism industry. Studies concerning cultural tourism have tended to focus mainly on economic and environmental impacts; however, current research (like this case study) has begun to consider the consequences of social and cultural impacts on residents and the local community (Queens University Belfast, 2005). Brunt and Cortney (1999), state that there is a wide "range of sociocultural impacts related to tourism development, the tourist-host interaction, and resulting influences". Societal impacts of tourism can be so great and lasting that it is prudent to study these impacts before tourism development plans are initiated. These impacts can lead to long-term and gradual changes in society, beliefs, and even cultural practices (Brunt & Cortney, 1999). Brunt and Cortney argue that this is caused by the "demand from tourists of instant culture" and this may result in the host country becoming "culturally dependent on the tourism generating country".

Social impacts include various components such as economics, infrastructure, and other sociopolitical issues. Tourism instigates social changes and can bring about many new opportunities, thus it can have positive and negative effects on local economies (Harrison, 1992). Employment is an important issue in regards to tourism development and as Mathieson and Wall (1982) suggest, "tourism modifies the internal structure of the community, dividing it into those who have/have not a relationship with tourism/tourists". Though this issue might not have any clear resolutions, there are positive aspects, such as the erosion of gender segregation due to the fact that "employment in tourism demands flexible working patterns" (Crompton & Sanderson, 1990). In addition, as Urry (1991) suggests, "there are more opportunities for women in tourism, which provides many with a greater degree of economic independence". The socioeconomic benefits that tourism affords are often countered by "dependency and reinforcement of social discrepancies", such as congestion and overcrowding (Burns & Holden, 1995). In addition, Burns and Holden (1995) suggest "pressure for change is politically intracultural initiated by entrepreneurs or politicians in response to community pressure".

Beyond these economic and sociopolitical issues the very infrastructure of cities and urban areas are impacted as well. Venice, Italy is a prime example of an urban landscape transformed by tourism. Venice adapted its economy to satisfy the demands of tourism. This has reshaped Venice's commercial districts to reflect popular pathways that tourists often travel while leaving many places often not visited by tourists with decreasing access to goods sellers and resources (Zanini, Lando, & Bellio, 2008). Urban tourism has invariably changed the landscape of Venice. The waterfront and St. Mark's

Square were originally “developed for the purpose of receiving tradesmen arriving by sea” (Zanini, Lando, & Bellio, 2008). Areas like St. Mark’s square are devoid of any housing and are relegated to commercial use for overpriced eateries, shops, and other tourist related businesses and uses. Zanini, et al (2008) suggest that “the tourist phenomenon alters the existing system by pushing the city increasingly towards a tourism mono-culture and contemporaneously reducing the variability of economic activities present in the area”.

Not all infrastructural changes are negative as suggested by Demirkaya and Cetin (2010) in a study concerning social and cultural tourism impacts in Antalya, Turkey. Findings suggested that tourism development increased the mobility of women and young adults, infrastructure was improved, supply of services was increased, and consequently quality of life improved for local residents.

Generally, development for resident benefit is often overshadowed by development for tourist benefit. Sharpley (1994) asserts that “tourism improves quality of life through improvements to infrastructure” and usually benefit both residents and tourists, but as McKercher (1993) suggests, “preference for investment in profit centers (e.g., swimming pools) rather than cost centers (e.g., sewage systems)” is often the case.

Cultural impacts include influences that affect cultural heritage and sense of community. Cultural heritage is vital to preserve and is an important factor when discussing positive and negative effects of tourism. This importance is manifold due to the fact that cultural resources are often what attract tourists (Borkovic-Vrtiprah & Ban, 2002). Coccossis (2009) explores cultural heritage, sustainable tourism, development assistance, and various financial and management topics. In relation to topics concerning

resident and tourist satisfaction, Coccossis states that “culture and cultural heritage are crucial to people’s identity, self-respect and dignity”. Coccossis lists positive and negative impacts of tourism that are crucial to the understanding of resident and tourist satisfaction. Positive impacts include: “building community pride; enhancing the sense of identity of a community or region; promoting intercultural/international understanding; encouraging revival or maintenance of traditional crafts; enhancing external support for minority groups and preservation of their culture; broadening community horizons; providing funding for site preservation and management; and enhancing local and external appreciation and support for cultural heritage”. Negative impacts include: “commodification and cheapening of culture and traditions; alienation and loss of cultural identity; undermining of local traditions and ways of life; displacement of traditional residents; increased division between those who do and do not benefit from tourism; conflict over (and at times loss of) land rights and access to resources (including the attractions themselves); damage to attractions and facilities; loss of authenticity and historical accuracy in interpretation; and selectivity in which heritage attractions are developed”.

Summary

This chapter presented existing literature regarding the study of cultural tourism and related impacts on quality of life and cultural tourism development. Specifically, literature concerning the quality of life of residents in urban environments was reviewed. Furthermore, impacts of cultural tourism were reviewed; which provided insight into the various components that can ultimately affect resident quality of life. Importantly, literature concerning resident satisfaction and tourism development support was

discussed. In addition, this section discussed indicators of resident perceptions of cultural tourism. This is important because a crucial component to this study is determining how quality of life and levels of resident satisfaction concerning various city-service attributes potentially affect cultural tourism investment.

Chapter Three

METHODOLOGY

Introduction

The purpose of the study was to examine city-service attributes to determine if they act as potential indicators of whether residents' perception of quality of life affects cultural tourism investment. Using univariate analysis of variance (ANOVA) and correlations; the researcher attempted to ascertain (1) what city-service attributes identify as potential indicators of whether residents' perception of quality of life in Indianapolis affects residents' perception that investing in cultural events and attractions for tourists is good for residents; and (2) if there were any correlations between demographic factors of age, gender, ethnicity, and household income with the perception that investing in cultural events and attractions for tourists is good for residents. The methods that were used to address this research problem are described in the following sections: preparations and location; selection of subjects; procedures for data collection; instrument design; method of analysis; and summary.

Preparations and Location

Arrangements were made to conduct the annual Indianapolis Quality of Life survey in Fall 2012 and with these arrangements a human subjects compliance agreement was submitted to Indiana University's Institutional Review Board on my behalf by Carina King. As with previous quality of life surveys all federal regulations and university policies were observed.

The Indianapolis Quality of Life survey was conducted over a span of several weeks at various cultural and sporting events in the city of Indianapolis during September

and October of 2012. These events and venues granted prior approval for use in the study and many of these locations have been used in previous quality of life studies. The locations for the Indianapolis Quality of Life survey included high-traffic areas such as Indianapolis Colts home games at Lucas Oil Stadium; Butler University football games at the Butler Bowl; the IUPUI regatta along the central canal; Indianapolis Irish Fest; Indianapolis Sister Cities International Festival, and Indy Germanfest.

Selection of Subjects

Survey participants were selected using a convenience sampling technique (which selects subjects that are readily available at survey location) as in past surveys with a goal of surveying around 300 residents. Ultimately, 318 residents responded to the four-page survey that took five to ten minutes to complete. Most of the events attended have well over a thousand visitors, such as Indianapolis Irish Fest which attracted over 50,000 attendees in 2006 (Indy Irish Fest, 2012). Due to these large crowds convenience sampling is often the best approach and because of the various events visited over the course of several weeks generalizations of the larger resident population can be made. The survey is anonymous and names are not required.

Procedures for Data Collection

Data were collected via a four-page paper and pencil questionnaire that was administered by Christopher Gullion, Sotiris Hji-Avgoustis, Carina King, and Jordan McBride. Participants filled out the questionnaire with a provided pencil/ink pen and clipboard. No other methods of data collection were employed. The administration of the survey occurred at various times and days of the week depending on the schedule of cultural and sporting events selected to attend.

Instrument Design

The instrument for this study was the 2012 Indianapolis Quality of Life survey (see Appendix A). No questions were altered or changed specifically for this study. The survey is considered reliable and valid. According to Fu, Cecil, Wang, and Avgoustis (2007) the Cronbach's alpha for the study was reported as .937, which excluded two city-service attributes that were determined to have low internal associations. The survey assumes that "certain community dimensions affect people's quality of life" and measures the perceived value and awareness of cultural tourism and sports tourism (Cecil, Fu, Wang, & Avgoustis, 2010; King, Wang, & Avgoustis 2011).

In its current form, the Indianapolis Quality of Life survey consists of four main sections: community involvement/sense of community; cultural tourism and Indianapolis; sports tourism and Indianapolis; and demographics. In total there are seventeen questions; most questions utilize a Likert-scale and have multiple sub-questions. Including sub-questions, there are a total of sixty-two questions. Likert-scale questions utilize a five-point scale and range from strongly agree (1) to strongly disagree (5).

The community involvement/sense of community section contains questions examining sense of community, safety, and key city-service attributes such as: cleanliness, parks and gardens, crime, pollution, attractions, transportation, and traffic. In addition, this section asks participants to evaluate their overall satisfaction with the quality of life in Indianapolis. This is the only question in the survey that directly asks about residents' perceived quality of life.

The cultural tourism and Indianapolis section contains sixteen Likert-scale questions (plus one non-Likert-scale question) that reflect resident perception and address

cultural tourism promotion, investment and funding; destination image of Indianapolis; cultural attractions and events; host-tourist interactions; and community spirit. In addition, this section asks participants to choose important factors that cultural tourism projects in Indianapolis depend on. Cultural tourism is defined in this section for participants to review while responding to questions.

The sports tourism and Indianapolis section contains sixteen Likert-scale questions that reflect resident perception and address sports tourism promotion, investment and funding; sporting events and activities; destination image of Indianapolis; host-tourist interactions; and community spirit. Sports tourism is defined in this section for participants to review while responding to questions. No questions from this section were utilized for this study.

The final section asks various demographic questions. These questions include gender, relationship status, zip code of residence, age, race or ethnic background, annual household income, and length of time lived in Indianapolis.

Method of Analysis

As with previous work utilizing the Indianapolis Quality of Life survey data was entered into Statistical Package for Social Science (SPSS) which is quantitative statistical software and the significance level was set at 0.05. See Table 1 in Chapter Four for a Key describing all items used in this study. Item 7 was reversed-scored to match the Likert-scale arrangement for the other items. The data was analyzed by performing a descriptive analysis and frequencies were identified.

A two-way factorial ANOVA was performed to examine potential indicators of whether residents' perception of quality of life in Indianapolis affects residents'

perception that investing in cultural events and attractions for tourists is good for residents. This allows for examination of the possible interactions between various city-service attributes (item 5) and resident perception of quality of life (item 7) on resident perception of cultural tourism investment (item 8N). Item 8N, which questions whether investing in cultural events and attractions for tourists is good for residents, served as the dependent variable; item 7, which questions resident perception of quality of life, and the city-service attributes indicated in item 5 served as the independent variables. A simple main effects analysis was performed on city-service attributes following a significant interaction to determine effects on the different levels of item 7.

Parameter estimates were obtained from an additional ANOVA for the city-service attributes to determine the impact on resident perception of quality of life if the scores were to move one unit (from agree to strongly agree et cetera) along the Likert-scale. Item 7 served at the dependent variable and the city-service attributes indicated in item 5 served as the independent variables. A correlation of these city-service attributes was also conducted.

Another ANOVA was performed to examine if there were any correlations between the demographic factors of age, gender, ethnicity, and household income with the perception that investing in cultural events and attractions for tourists is good for residents. These demographic factors were chosen based on important socioeconomic factors identified by McCool and Martin (1994), Cecil, Fu, Wang, and Avgoustis (2010) and Long and Kayat (2011). Item 8N served as the dependent variable and the demographics of age, gender, ethnicity, and household income served as the independent variables.

In addition, other statistical analyses were performed to examine data from the 2012 Indianapolis Quality of Life survey. For example, an ANOVA was performed to examine demographics and resident perception of quality of life. Item 7 served as the dependent variable and the demographics of age, gender, ethnicity, and household income served as the independent variables.

Summary

The 2012 Quality of Life survey consists of sixty-two questions and consists of four categories: community involvement/sense of community, cultural tourism and Indianapolis, sports tourism and Indianapolis, and demographics. The survey was conducted over a span of several weeks at various cultural and sporting events in the city of Indianapolis during Fall 2012. These events and venues granted prior approval for use in the study. Participants were selected using a convenience sampling technique as in past surveys with a goal of surveying around 300 residents. In all, 318 residents responded. Respondents measured their own perception of their quality of life and their satisfaction with various elements of tourism in Indianapolis.

Statistical analysis was performed to determine what city-service attributes identify as potential indicators of whether residents' perception of quality of life in Indianapolis affects residents' perception that investing in cultural events and attractions for tourists is good for residents; and if there was any correlations between demographic factors of age, gender, ethnicity, and household income with the perception that investing in cultural events and attractions for tourists is good for residents. Other statistical analyses were conducted such as ANOVAs and correlations to further examine data from the 2012 Indianapolis Quality of Life survey as needed.

Chapter Four

DATA ANALYSIS AND DISCUSSION

Introduction

The purpose of the study was to examine city-service attributes to determine if they act as potential indicators of whether residents' perception of quality of life affects cultural tourism investment. This study has allowed for the examination of various aspects of the study that relate directly to resident perception of quality of life and cultural tourism investment.

To best analyze these aspects specific items from the 2012 Indianapolis Quality of Life survey were utilized. Table 1 indicates the items from the survey that were analyzed.

Table 1. Survey Items Used in Study

Label	Description	Item Category
5A	Clean/no litter	City-Service Attribute
5B	Nice green city/beautiful parks and gardens	City-Service Attribute
5C	No crimes/theft	City-Service Attribute
5D	No air pollution	City-Service Attribute
5E	Many attractions/activities/events/things to do	City-Service Attribute
5F	Good transportation system	City-Service Attribute
5G	Great place to shop/nice shopping malls	City-Service Attribute
5H	Good/well maintained roads	City-Service Attribute
5I	Not too much traffic/easy to get around	City-Service Attribute
5J	Safety	City-Service Attribute
5K	Reliable police presence	City-Service Attribute
7	What is your overall satisfaction with the quality of life in Indianapolis? Select one response. *(Dissatisfied, Slightly Dissatisfied, Neutral, Slightly Satisfied, Satisfied)*	Quality of Life
8N	Investing in cultural events and attractions for tourists is good for residents.	Cultural Tourism Investment
11	Gender	Demographics
14	Age	Demographics
15	Race/ethnicity	Demographics
16	Household Income	Demographics

This chapter presents data from the statistical analyses discussed in the previous chapter. Data is then analyzed and results are discussed. First, sample characteristics are presented. This is followed by analysis of the main research questions. The chapter ends with a summary of the major findings of this study. In summation of the goals of this research, this study sought to:

- Examine what city-service attributes are identified as potential indicators of whether residents' perception of quality of life affects cultural tourism investment.
- Examine if there were any correlations between demographic factors of age, gender, ethnicity, and household income with the perception that investing in cultural events and attractions for tourists is good for residents.

Sample Characteristics

This study uses data from the 2012 Indianapolis Quality of Life survey. A convenience sample of 318 residents that live in Indianapolis and the surrounding counties and who were older than eighteen years of age was taken for this study. All 318 surveys were either fully or partially completed. This is consistent with previous years study data. Response rates were adequate for study specific items: 5, 7, 8N, 11, 14, 15 and 16. Response rates for demographic information were not uncharacteristically different than previous year's data. It was not necessary to remove any data and all data from the collected surveys were utilized.

Table 2 highlights the demographic profile of survey respondents. There were more males than females in the sample. Most participants were either married/partnered or single. A majority of the participants (64%) lived within the Interstate 465 beltway or

within a zip code that overlapped partly beyond the Interstate 465 beltway. See Table 11 and Plate 1 in Appendix B for complete zip code data. A majority of the participants were aged 18 to 30, which comprised nearly half of the total participants. Most participants were White, non-Hispanic origin; followed by Black, non-Hispanic origin. A majority of the participants reported a household income range of $0 to $90,000, which comprised 87% of the total participants. Just over half of all participants (56.6%) reported to have lived in Indianapolis four or more years.

Table 2. 2012 Indianapolis Quality of Life Survey Demographic Profile

		Frequency	Valid Percent (%)			Frequency	Valid Percent (%)
Gender	Male	169	54.0	**Relationship Status**	Married/ Partnered	139	44.4
					Divorced	20	6.4
	Female	144	46.0		Single	147	47.0
					Other	7	2.2
Age	18-30	141	45.5	**Ethnicity**	Hispanic	10	3.2
	31-43	74	23.9		Black	39	12.5
	44-56	54	17.4		White	206	66.0
	57-72	37	11.9		Asian/ Pacific	31	9.9
	>72	4	1.3		Native American	2	.6
					Mixed Ethnicity	13	4.2
					No Answer	11	3.5
Resi-dency	<1 year	29	9.3	**Household Income (USD)**	$0-$30,000	99	32.1
	<2 years	37	11.9		$30,000-$60,000	85	27.6
	<4 years	69	22.2		$60,001-$90,000	84	27.3
	<10 years	65	20.9		$90,001-$120,000	19	6.2
	>10 years	111	35.7		$120,001-$150,000	10	3.2
					>$150,000	11	3.6

The demographic profile of the 2012 Indianapolis Quality of Survey is comparable to previous years demographic profile data. There were no major demographic changes of note and any noticeable differences can be attributed to the

convenience sampling method. Participants were generally positive in concern of the perception of their quality of life. The average score for item 7, which directly examined resident perception of quality of life, was 4.48 on a five-point scale (1 = dissatisfied; 5 = satisfied). This indicates that residents of Indianapolis were satisfied with their perceived quality of life. In response to item 9 (In your opinion, successful cultural tourism projects in Indianapolis mainly depend on which of the following factors?), participants rated 'invest in community's quality of life' near last ahead of 'preserve local customs' in terms of importance; 'organize festivals and events', 'preserve historic sites and attractions', 'promote museums and galleries', and 'link the arts and tourism in communities' were rated considerably higher.

Effects of City-Service Attributes and Quality of Life on Cultural Tourism Investment

This section will discuss the analysis of city-service attributes that identify as potential indicators of whether residents' perception of quality of life in Indianapolis affects residents' perception that investing in cultural events and attractions for tourists is good for residents. Furthermore, this section will explain whether the statistical results allow for acceptance or rejection of the null hypothesis: 'there are no city-service attributes that serve as potential indicators of whether residents' perception of quality of life in Indianapolis affects residents' perception that investing in cultural events and attractions for tourists is good for residents'.

It was relevant to examine city-service attributes to determine if there were any potential indicators of whether residents' perception of quality of life affects residents' perception that investing in cultural events and attractions for tourists is good for residents. First, a correlation was run between city-service attributes to determine how

well the attributes correlate with one another (see Table 3). The correlation produced interesting groupings of city-service attributes. All items were either moderately or strongly positively correlated with each other. Highlights of some of the strongest correlations include items 5A and 5B which were strongly correlated, $r = .64$, $p = .000$. Items 5C and 5D were very strongly correlated, $r = .80$, $p = .000$. Items 5G and 5K were strongly correlated, $r = .65$, $p = .000$. Item 5H was strongly correlated with item 5G, $r = .66$, $p = .000$; item 5I, $r = .66$. $p = .000$; item 5J, $r = .66$, $p = .000$; and item 5K, $r = .69$, $p = .000$. Finally, items 5J and 5K were very strongly correlated, $r = .82$, $p = .000$. Table 4 illustrates descriptive statistics such as the mean and standard deviations for each city-service attribute included in the final analysis. The means for city-service attributes indicate that on average most participants responded agreeably and for a few city-service attributes (5C, 5D, and 5F) responses were closer to neutral.

Most correlations appear to be due to the similarity of the city-service attributes. For example, item 5A and item 5B were strongly correlated. Both of these attributes evoke a desire for cleanliness and a beautiful cityscape. In addition, item 5C and item 5D were very strongly correlated and this may indicate a desire for a hospitable, safe, and healthy place to live, work, and play.

However, some correlations were more directly related to residents' perception of their overall safety. For example, item 5G and item 5K were strongly correlated; perhaps reflecting the need for a safe shopping environment. In addition, item 5H was strongly correlated with item 5G, item 5J, and item 5K; tending to reflect an overall desire for safe commuting and living conditions in Indianapolis. Finally, continuing the trend that tends to reveal an overall concern with safety, items 5J and 5K were very strongly correlated.

Table 3. Pearson Correlations for City-Service Attributes
Analysis of City-Service Attributes and Resident Perception of Quality of Life

#	5A	5B	5C	5D	5E	5F	5G	5H	5I	5J	5K
5A	1	.637	.397	.411	.493	.362	.407	.482	.401	.478	.422
5B	.637	1	.346	.279	.549	.292	.429	.448	.371	.481	.494
5C	.397	.346	1	.802	.299	.597	.294	.471	.426	.397	.376
5D	.411	.279	.802	1	.316	.565	.274	.455	.501	.348	.313
5E	.493	.549	.299	.316	1	.248	.520	.480	.494	.501	.543
5F	.362	.292	.597	.565	.248	1	.268	.349	.316	.211	.228
5G	.407	.429	.294	.274	.520	.268	1	.661	.468	.573	.653
5H	.482	.448	.471	.455	.480	.349	.661	1	.661	.656	.689
5I	.401	.371	.426	.501	.494	.316	.468	.661	1	.586	.569
5J	.478	.481	.397	.348	.501	.211	.573	.656	.583	1	.821
5K	.422	.494	.376	.313	.543	.228	.653	.689	.569	.821	1

Table 4. Descriptive Statistics for City-Service Attributes
Analysis of City-Service Attributes and Resident Perception of Quality of Life

#	City-Service Attribute	N	Mean	Std. Deviation
5A	Clean/no litter	314	1.76	.840
5B	Nice green city/beautiful parks and gardens	313	1.69	.853
5C	No crimes/theft	314	2.64	1.073
5D	No air pollution	311	2.48	1.115
5E	Many attractions/activities/events/things to do	313	1.54	.693
5F	Good transportation system	313	3.11	1.213
5G	Great place to shop/nice shopping malls	312	1.61	.778
5H	Good/well maintained roads	314	1.91	.946
5I	Not too much traffic/easy to get around	310	1.96	1.025
5J	Safety	313	1.73	.870
5K	Reliable police presence	313	1.76	.911

An ANOVA was ran with item 7 (What is your overall satisfaction with the quality of life in Indianapolis?) as the dependent variable and city-service attributes (item 5) as the independent variables (see Table 5). Results from the ANOVA indicated that there was a significant main effect for the city-service attributes of **5A** $F(1, 302) = 6.71$, $p = .010$; **5F** $F(1, 302) = 5.74$, $p = .017$; **5J** $F(1, 302) = 6.84$, $p = .009$; and **5K** $F(1, 302) = 4.32$, $p = .038$. The remaining city-service attributes were not significant. Items **5D** $F(1,302) = .061$, $p = .805$ and **5E** $F(1,302) = .001$, $p = .976$ were highly insignificant.

Thus, items 5A, 5F, 5J, and 5K are factors that are shown to be good indicators of resident perception of quality of life. The remaining factors are not good indicators of resident perception of quality of life. Perceptions of safety can impact an individual's health and wellbeing and the use of these as indicative measures of quality of life are common throughout research related to resident quality of life as referenced by Anderreck and Nayaupane (2010). This result relates with Yamada, et al (2009), which linked health perception and safety with higher quality of life. The significance of item 5F, which concerns transportation in Indianapolis is an interesting outcome. Indeed, transportation concerns can fall under the umbrella of overall general safety in the city and have outstanding effects on resident quality of life; but also these concerns can reflect a deeper concern (or lack thereof) residents have about transportation issues in

Table 5. ANOVA
Analysis of City-Service Attributes and Resident Perception of Quality of Life

#	Source	df	Mean Square	F	Sig.	Observed Power
	Corrected Model	11	5.180	8.832	.000	1.000
5A	Clean/no litter	1	3.934	6.707	.010	.733
5B	Nice green city/beautiful parks and gardens	1	1.470	2.506	.114	.351
5C	No crimes/theft	1	.972	1.658	.199	.250
5D	No air pollution	1	.036	.061	.805	.057
5E	Many attractions/activities/events/things to do	1	.001	.001	.976	.050
5F	Good transportation system	1	3.367	5.741	.017	.666
5G	Great place to shop/nice shopping malls	1	.253	.431	.512	.100
5H	Good/well maintained roads	1	.420	.716	.398	.135
5I	Not too much traffic/easy to get around	1	.125	.213	.645	.075
5J	Safety	1	4.013	6.842	.009	.741
5K	Reliable police presence	1	2.536	4.323	.038	.545
	Total	303				
	Corrected Total	302				

R Squared = .250 (Adjusted R Squared = .222)
Dependent Variable: item 7 (What is your overall satisfaction with the quality of life in Indianapolis?)

Indianapolis. These issues, as of the writing of this thesis, are being directly addressed through the emergence of extensive transportation initiatives developed by Indy Connect, which is a partnership of the Indianapolis Metropolitan Planning Organization, Central Indiana Transportation Authority, and IndyGo (Indy Connect, 2012). Research conducted by Howard (2007) regarding transportation issues and quality of life indicated a difference in perception towards the importance of various quality of life factors dependent on their travel mode. For example, residents dependent solely on bus transportation rated their quality of life lower than residents who commuted on bicycles (Howard, 2007). Ultimately, research indicated transportation was an important determinant of quality of life. Safety and transportation in the city of Indianapolis, though outside the scope of this thesis, will continue to be important aspects to consider when gauging resident perception of quality of life in Indianapolis.

Parameter estimates (B) are reported in Table 6 and give more insight into how city-service attributes potentially effect resident perception of quality of life. These results were obtained from a ANOVA ran with item 7 serving as the dependent variable and the city-service attributes indicated in item 5 as the independent variables. Results indicated that city-service attributes 5B, 5F, 5H, and 5I could potentially effect resident perception of quality of life. If the scores for these items were to increase by one unit the outcome (item 7) would decrease by one unit. Results indicated that city-service attributes 5A, 5C, 5D, 5E, 5G, 5J, and 5K could potentially effect resident perception of quality of life. If the scores for these items were to increase by one unit the outcome (item 7) would increase by one unit. The sign of the coefficient indicates the direction of the relationship between the covariates and the outcome. Negative coefficients suggest

as one item increases, the other item decreases. If a coefficient is positive it means there is a positive relationship between the covariate and outcome (Field, 2010).

Table 6.
Parameter Estimates Analysis of City-Service Attributes and Resident Perception of Quality of Life

#	City-Service Attribute	B
5A	Clean/no litter	.193
5B	Nice green city/beautiful parks and gardens	-.117
5C	No crimes/theft	.096
5D	No air pollution	.018
5E	Many attractions/activities/events/things to do	.003
5F	Good transportation system	-.114
5G	Great place to shop/nice shopping malls	.056
5H	Good/well maintained roads	-.070
5I	Not too much traffic/easy to get around	-.031
5J	Safety	.261
5K	Reliable police presence	.206

If the scores for items 5A, 5C, 5D, 5E, 5G, 5J, and 5K were to increase by one unit, then resident perception of quality of life would *increase* by one unit. Many of these city-service attributes relate to public health and safety; such as, items 5A, 5C, 5D, 5J, and 5K. It is logical that if resident perception of these city-service attributes were to increase then resident perception of quality of life would also increase. As mentioned before, health and safety are crucial factors in overall quality of life. However, city-service attributes such as 5E and 5G relate more to entertainment and shopping. Though not as important as health and safety, some residents may benefit from access to these services and quality of life may increase due to these available community assets.

Contrariwise, results indicated that if the scores for items 5B, 5F, 5H, and 5I were to increase by one unit, then resident perception of quality of life would *decrease* by one unit. This is a negative relationship and negative coefficients suggest as one item increases, the other item decreases. This result may reflect what survey participants

considered important in their daily lives. For example we can further examine items 5F, 5H, and 5I; which mainly deal with transportation and infrastructure issues. Responses concerning these city-service attributes may reflect demographics of the survey. To better understand this I examined public transportation statistics in Indianapolis. According to the Indianapolis Public Transportation Corporation (IndyGo) (2010), "over 70% of IndyGo riders are low-income and transit-dependent". In addition, 75% of passengers were between the ages of 25-64; 73% percent of passengers had household incomes of less than $35,000; and 65% of passengers are Black/African-American, while nearly one-third are White/Caucasian (IndyGo, 2010). Furthermore, according to IndyGo (2010), "college/university students do not comprise a significant portion of existing IndyGo ridership". IndyGo ridership demographics suggest most passengers are low-income but are not students. In comparison, most survey participants were between 18-30 years old and 66% of participants reported White/Caucasian ethnicity. Though 32% of participants reported an income of $0-$30,000; 68% of participants reported an income greater than $30,000. Therefore, it can be inferred that most people who are dependent on public transportation may not be able to afford to attend cultural and sporting events like the events sampled for the 2012 Indianapolis Quality of Life study. Utilizing data in this manner is useful in understanding the role that demographics play in important decisions regarding resident quality of life and cultural tourism investment. Therefore, it may be beneficial to discuss ways to include residents of Indianapolis in the quality of life survey that have less-opportunities to attend cultural and sporting events in the city.

Next, after statistically examining the city-service attributes and their effect on resident perception of quality of life, a two-way factorial ANOVA was ran to examine

what city-service attributes identify as potential indicators of whether residents' perception of quality of life in Indianapolis affects residents' perception that investing in cultural events and attractions for tourists is good for residents. Item 8N (Investing in cultural events and attractions for tourists is good for residents) served as the dependent variable and item 7 (What is your overall satisfaction with the quality of life in Indianapolis?) and the city-service attributes indicated in item 5 served as the independent variables. Specifically, each individual city-service attribute (item 5A, 5B, et cetera) was individually examined along with item 7 as the independent variables in an ANOVA with the dependent variable item 8N. A significant F value suggests a significant main effect and when there are multiple independent variables this also indicates an interaction between the two independent variables (Wang, Fu, Cecil, & Avgoustis, 2006).

Results from the ANOVA indicated several interactions between city-service attributes and resident perception of quality of life on residents' perception of whether investing in cultural events and attractions for tourists is good for residents. Therefore, the null hypothesis is rejected. There was a statistically significant interaction between item **5A** and item 7 on item 8N, $F(9,310) = 2.37$, $p = .014$; item **5B** and item 7 on item 8N, $F(9,309) = 2.01$, $p = .038$; **5G** and item 7 on item 8N, $F(9,308) = 2.89$, $p = .003$; **5H** and item 7 on item 8N, $F(11,310) = 2.605$, $p = .004$; **5I** and item 7 on item 8N, $F(13,307) = 2.41$, $p = .004$; **5J** and item 7 on item 8N, $F(12,309) = 3.13$, $p = .000$; and **5K** and item 7 on item 8N, $F(11,309) = 3.78$, $p = .000$. Items 5C, 5D, 5E, and 5F did not have statistically significant interactions with item 7 on item 8N.

To further examine these affects, a simple main effects analysis was then performed on the significant city-service attributes and resident perception of quality of life. In consideration of city-service attributes (see Table 7) there was a statistically significant difference in item 8N score between levels of item **5A** with item 7 scores of 1, 2 and 5; item **5B** with item 7 scores of 1 and 5; item **5G** with item 7 scores of 3 and 4; item **5H** with item 7 scores of 4 and 5; item **5I** with item 7 scores of 3 and 5; item **5J** with item 7 scores of 3, 4 and 5; and item **5K** with item 7 scores of 3, 4 and 5.

Table 7.
Simple Main Effects for City-Service Attributes (Item 5)

Items	Levels of Item 7	df	F	Sig.
5A with 7	(1) Satisfied	(3,293)	4.89	.002
	(2) Slightly Satisfied	(4,293)	2.53	.041
	(3) Neutral	…	…	…
	(4) Dissatisfied	…	…	…
	(5) Slightly Dissatisfied	(1,293)	7.27	.007
5B with 7	(1) Satisfied	(3,292)	4.57	.004
	(2) Slightly Satisfied	…	…	…
	(3) Neutral	…	…	…
	(4) Dissatisfied	…	…	…
	(5) Slightly Dissatisfied	(2,292)	5.34	.005
5G with 7	(1) Satisfied	…	…	…
	(2) Slightly Satisfied	…	…	…
	(3) Neutral	(3,292)	2.84	.038
	(4) Dissatisfied	(2,292)	6.53	.043
	(5) Slightly Dissatisfied	…	…	…
5H with 7	(1) Satisfied	…	…	…
	(2) Slightly Satisfied	…	…	…
	(3) Neutral	…	…	…
	(4) Dissatisfied	(3,291)	5.09	.002
	(5) Slightly Dissatisfied	(1,291)	9.83	.002
5I with 7	(1) Satisfied	…	…	…
	(2) Slightly Satisfied	…	…	…
	(3) Neutral	(4,286)	2.44	.047
	(4) Dissatisfied	…	…	…
	(5) Slightly Dissatisfied	(2,286)	5.33	.005
5J with 7	(1) Satisfied	…	…	…
	(2) Slightly Satisfied	…	…	…
	(3) Neutral	(4,289)	2.63	.034
	(4) Dissatisfied	(3,289)	3.57	.015
	(5) Slightly Dissatisfied	(3,289)	4.08	.007

Table 7 *(cont.)* Simple Main Effects for City-Service Attributes (Item 5)				
Items	**Levels of Item 7**	**df**	**F**	**Sig.**
5K with 7	(1) Satisfied	…	…	…
	(2) Slightly Satisfied	…	…	…
	(3) Neutral	(4,290)	4.05	.003
	(4) Dissatisfied	(3,290)	5.25	.002
	(5) Slightly Dissatisfied	(2,290)	5.56	.004
Dependent Variable: item 8N (Investing in cultural events and attractions for tourists is good for residents)				

In consideration of resident perception of quality of life (see Table 8) there was a statistically significant difference in item 8N score between levels of item 7 with item **5A** scores of 1, 2, 3 and 4; item **5B** scores of 1, 2, 3 and 5; item **5G** scores of 1, 2, 3 and 4; item **5H** scores of 1, 2 and 3; item **5I** scores of 1, 2, 3, 4 and 5; item **5J** scores of 1, 2, 3, 4 and 5; and item **5K** scores of 1, 2, 3, 4 and 5.

Table 8. Simple Main Effects for Resident Perception of Quality of Life (Item 7)				
Items	**Levels of Item 5**	**df**	**F**	**Sig.**
7 with 5A	(1) Strongly Agree	(4,293)	17.70	.000
	(2) Agree	(3,293)	10.86	.000
	(3) Neutral	(2,293)	4.36	.014
	(4) Disagree	(4,293)	5.01	.001
	(5) Strongly Disagree	…	…	…
7 with 5B	(1) Strongly Agree	(3,292)	13.91	.000
	(2) Agree	(4, 292)	14.89	.000
	(3) Neutral	(3,292)	6.94	.000
	(4) Disagree	…	…	…
	(5) Strongly Disagree	(1,292)	6.33	.012
7 with 5G	(1) Strongly Agree	(3,292)	9.80	.000
	(2) Agree	(4,292)	14.13	.000
	(3) Neutral	(3,292)	6.44	.000
	(4) Disagree	(3,292)	8.59	.000
	(5) Strongly Disagree	…	…	…
7 with 5H	(1) Strongly Agree	(3,291)	10.05	.000
	(2) Agree	(3,291)	8.30	.000
	(3) Neutral	(4,291)	17.44	.000
	(4) Disagree	…	…	…
	(5) Strongly Disagree	…	…	…

Table 8 *(cont.)*
Simple Main Effects for Resident Perception of Quality of Life (Item 7)

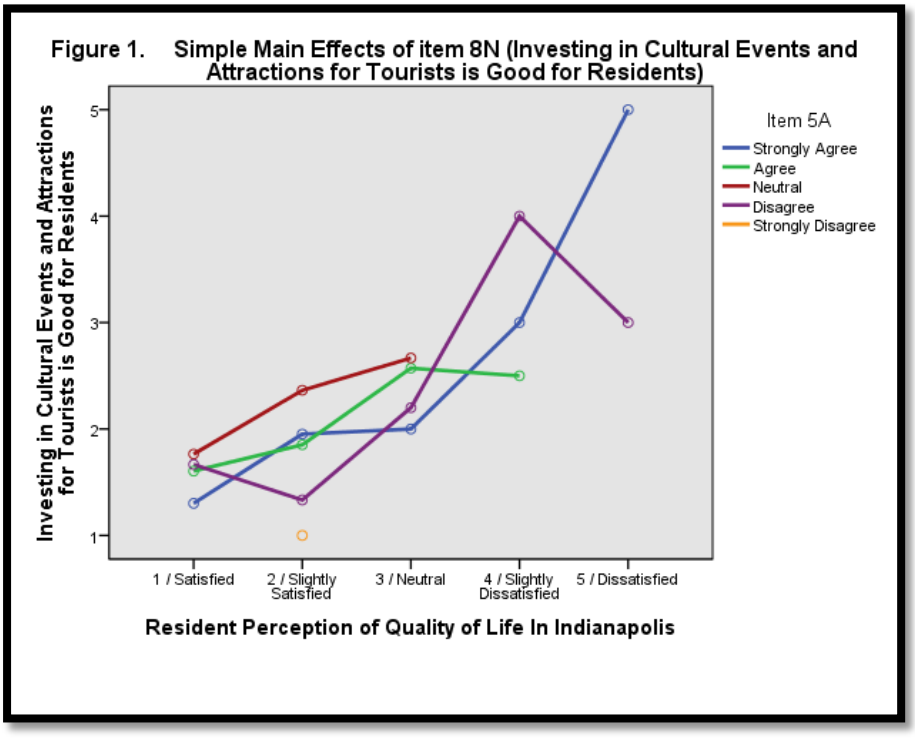
Items	Levels of Item 5	df	F	Sig.
7 with 5I	(1) Strongly Agree	(3,286)	7.86	.000
	(2) Agree	(4,286)	11.62	.000
	(3) Neutral	(4,286)	10.14	.000
	(4) Disagree	(3,286)	2.88	.036
	(5) Strongly Disagree	(3,286)	5.08	.002
7 with 5J	(1) Strongly Agree	(3,289)	11.06	.000
	(2) Agree	(4,289)	9.67	.000
	(3) Neutral	(4,289)	6.63	.000
	(4) Disagree	(4,289)	4.39	.002
	(5) Strongly Disagree	(1.289)	4.90	.028
7 with 5K	(1) Strongly Agree	(3,290)	10.71	.000
	(2) Agree	(3,290)	5.93	.001
	(3) Neutral	(4,290)	12.34	.000
	(4) Disagree	(4,290)	6.34	.000
	(5) Strongly Disagree	(1,290)	4.94	.027

Dependent Variable: item 8N (Investing in cultural events and attractions for tourists is good for residents)

Results of the simple main effects indicate that if participants tended to agree with items 5A, 5B, 5G, 5H, 5I, 5J, and/or 5K; and perceived resident quality of life as satisfactory; then participants tended to agree that investing in cultural events and attractions for tourists is good for residents. This provides some insight into how residents of Indianapolis feel about their own personal lives and how they feel about the community as a whole. Residents who generally felt that the city of Indianapolis was clean, beautiful, safe, had well maintained roads and shopping centers, and had a more satisfactory perception of their quality of life, tended to agree that investments into cultural attractions is good for residents of Indianapolis. However, further analysis revealed split perceptions toward the notion that investing in cultural events and attractions for tourists is good for residents if participants tended to disagree with items 5A, 5B, 5G, 5H, 5I, 5J, and/or 5K; and perceived resident quality of life as dissatisfactory. This is perhaps due to investments toward cultural attractions and events

not being as important to residents of Indianapolis who have a dissatisfactory perception of their quality of life and feel that the city is unclean, unsafe, and has poorly maintained roads and inadequate shopping. Neutral responses to the aforementioned city-service attributes and dissatisfactory responses of resident perception of quality of life tended to produce split responses toward whether investing in cultural events and attractions for tourists is good for residents.

Towards producing a better understanding of these results we can easier understand each simple main effect by examining each individual city-service attribute. Figure 1 reveals that participants who had a tendency to agree with item 5A and who



had a satisfactory perception of their quality of life tended to respond in agreement to item 8N. Participants who had a tendency to disagree with item 5A and who had a dissatisfactory perception of their quality of life tended to respond in disagreement to item 8N. In addition, participants who had a tendency to agree with item 5A and who

had a dissatisfactory perception of their quality of life tended to respond in disagreement or neutrality to item 8N.

Figure 2 reveals that participants who had a tendency to agree with item 5B and who had a satisfactory perception of their quality of life tended to respond in agreement to item 8N. Participants who had a tendency to disagree with item 5B and who had a dissatisfactory perception of their quality of life tended to respond in agreement or neutrality to item 8N. In addition, participants who had a tendency to agree with item 5B and who had a dissatisfactory perception of their quality of life tended to responded in neutrality or disagreement to item 8N.

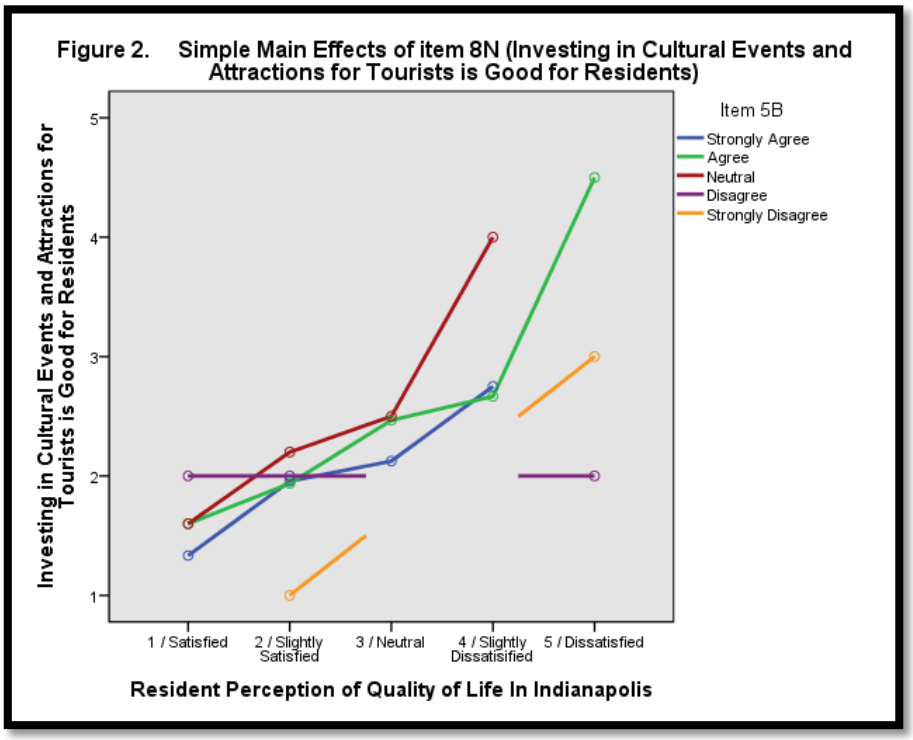


Figure 3 reveals that participants who had a tendency to agree with item 5G and who had a satisfactory perception of their quality of life tended to respond in agreement to item 8N. Participants who had a tendency to disagree with item 5G and who had a dissatisfactory perception of their quality of life tended to respond in disagreement to

item 8N. Participants who had a tendency to agree with item 5G and who had a dissatisfactory perception of their quality of life tended to responded in neutrality or disagreement to item 8N. In addition, participants who had a tendency to be neutral with item 5G and who had a slightly dissatisfied perception of their quality of life tended to respond in agreement to item 8N. This result was different from the other city-service attributes and may reflect on the overall importance or non-importance of item 5G, which is related to shopping.

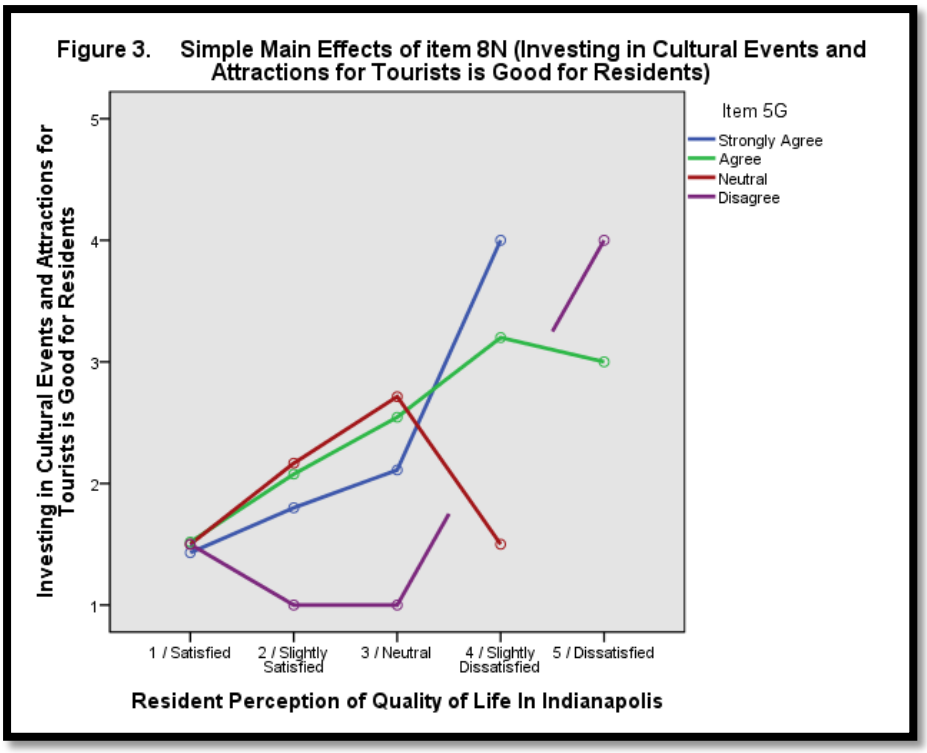


Figure 4 reveals that participants who had a tendency to agree with item 5H and who had a satisfactory perception of their quality of life tended to respond in agreement to item 8N. Participants who had a tendency to disagree with item 5H and who had a dissatisfactory perception of their quality of life tended to respond in agreement to item 8N. In addition, participants who had a tendency to agree with item 5H and who had a

dissatisfactory perception of their quality of life tended to be split with agreement and disagreement to item 8N.

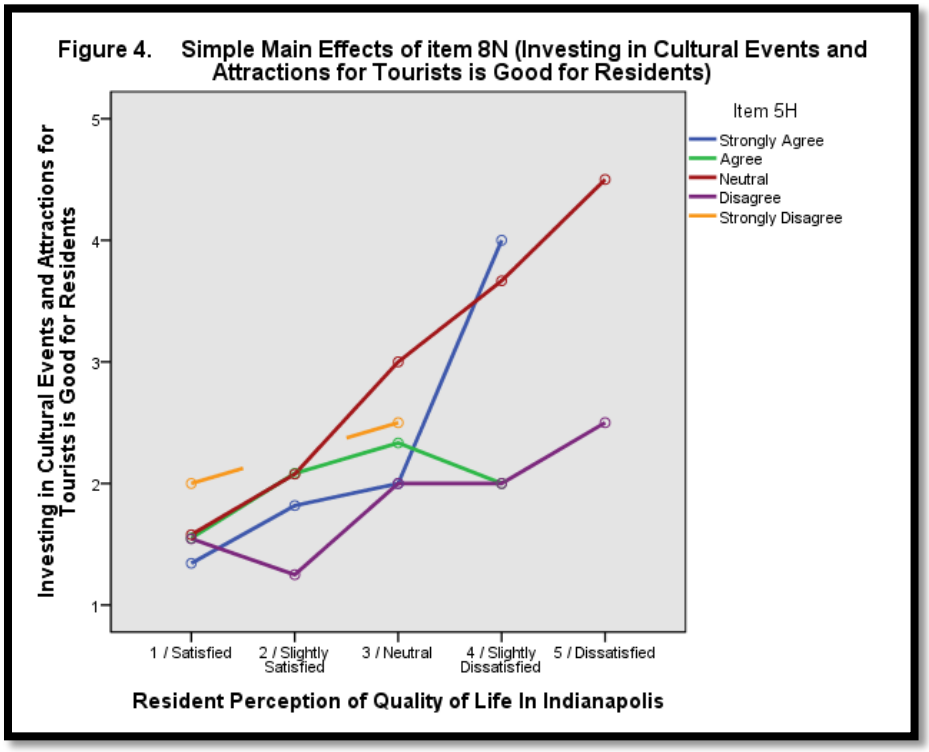
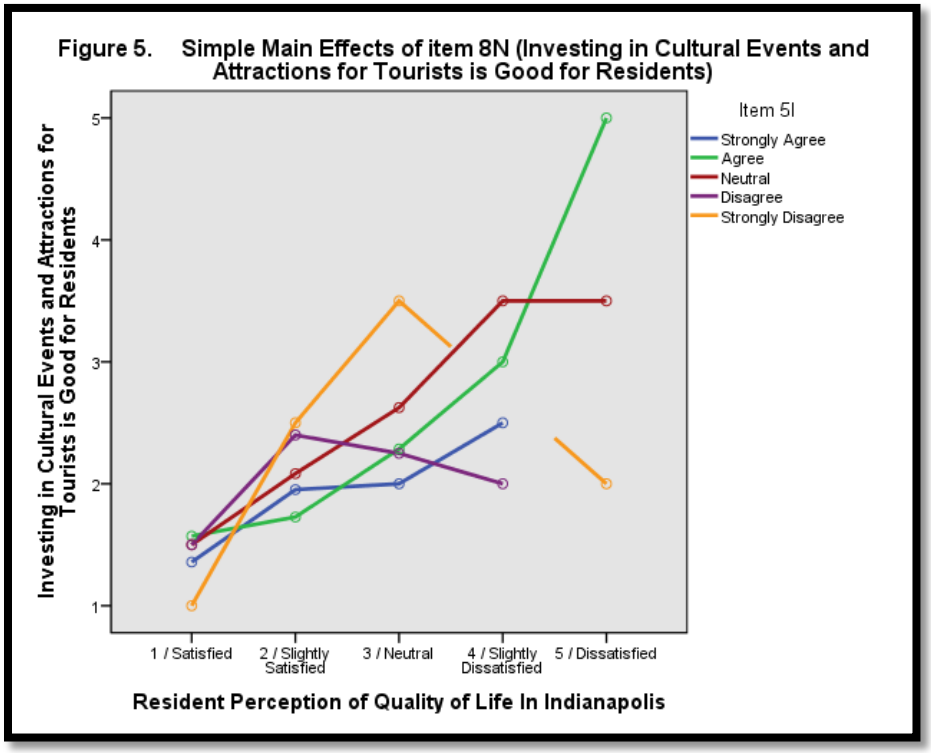


Figure 5 reveals that participants who had a tendency to agree with item 5I and who had a satisfactory perception of their quality of life tended to respond in agreement to item 8N. Participants who had a tendency to disagree with item 5I and who had a dissatisfactory perception of their quality of life tended to respond with agreement to item 8N. Participants who had a tendency to agree with item 5I and who had a dissatisfactory perception of their quality of life tended to be split with agreement and disagreement to item 8N. In addition, participants who had a tendency to disagree with item 5I and who had satisfactory perception of their quality of life tended to respond in agreement with item 8N.



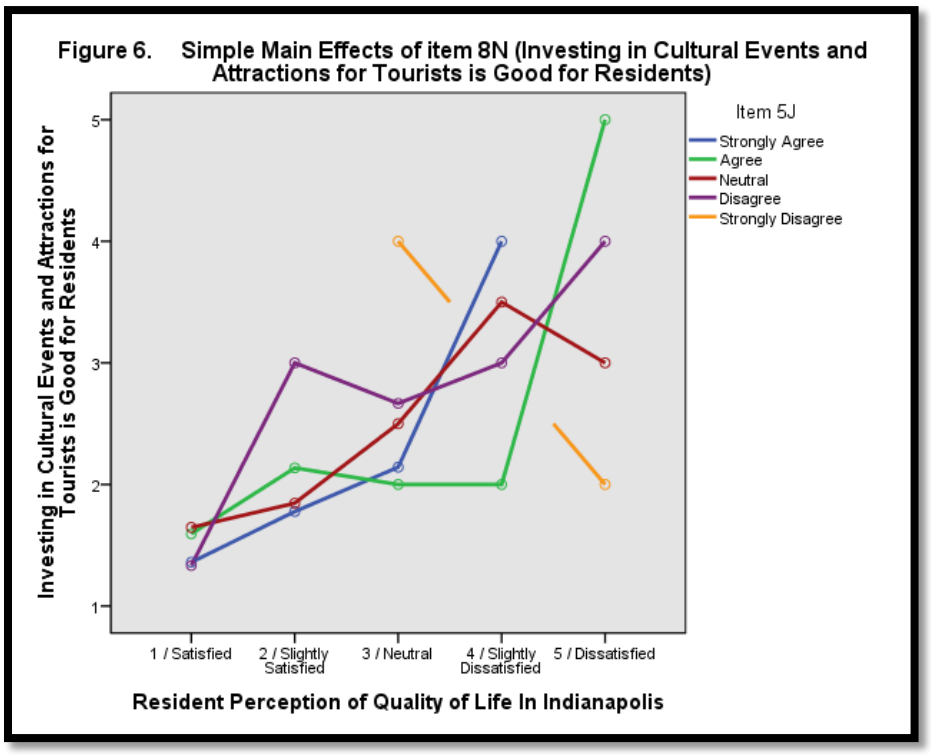
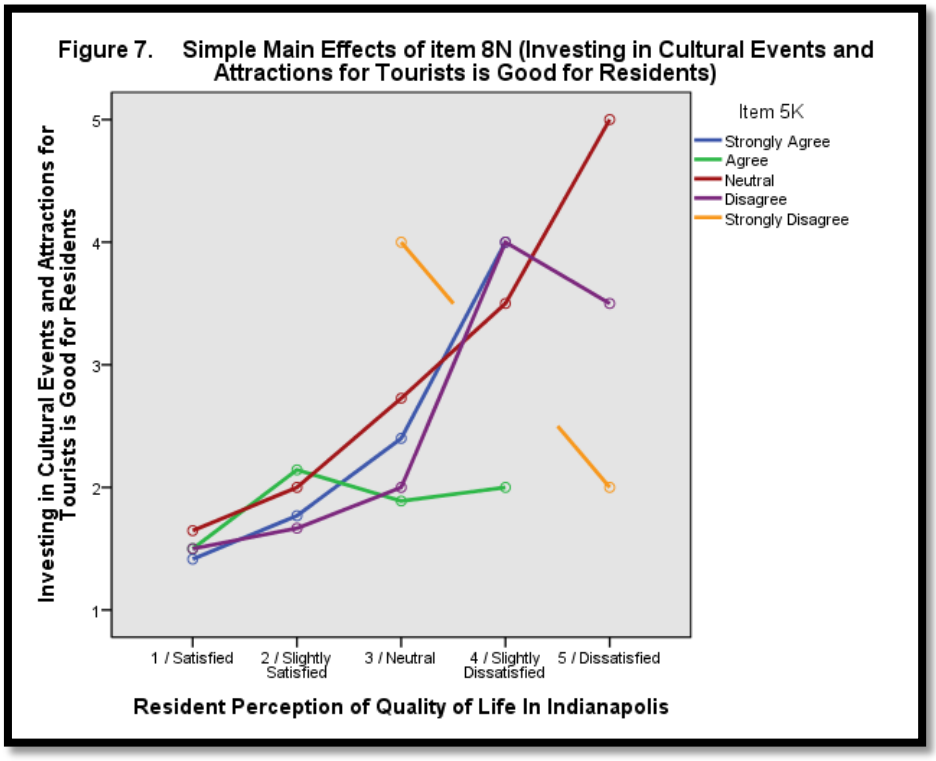


Figure 6 reveals that participants who had a tendency to agree with item 5J and who had a satisfactory perception of their quality of life tended to respond in agreement to item 8N. Participants who had a tendency to disagree with item 5J and who had a

dissatisfactory perception of their quality of life tended to be split with agreement and disagreement to item 8N. Participants who had a tendency to agree with item 5J and who had a dissatisfactory perception of their quality of life tended to respond with disagreement and neutrality to item 8N. In addition, participants who had a tendency to disagree with item 5J and who had a dissatisfactory or neutral perception of their quality of life tended to be split with agreement and disagreement to item 8N.

Figure 7 reveals that participants who had a tendency to agree with item 5K and who had a satisfactory perception of their quality of life tended to respond in agreement to item 8N. Participants who had a tendency to disagree with item 5K and who had a dissatisfactory perception of their quality of life tended to be split with agreement and



disagreement to item 8N. Participants who had a tendency to agree with item 5K and who had a dissatisfactory perception of their quality of life tended to be split with

agreement and disagreement to item 8N. In addition, participants who had a tendency to disagree with item 5K and who had a dissatisfactory or neutral perception of their quality of life tended to be split with agreement and disagreement to item 8N. Item 5J and item 5K were very similar due to both items relating to public safety and policing.

Reviewing the statistical tests done to examine what city-service attributes identify as potential indicators of whether residents' perception of quality of life in Indianapolis affects residents' perception that investing in cultural events and attractions for tourists is good for residents; it is clear that a pattern of important city-service attributes has emerged. Safety, cleanliness, and transportation issues are important to residents of Indianapolis and these city-service attributes greatly impact resident quality of life, and thus the perception that investing in cultural events and attractions for tourists is good for residents.

Effects of Demographics on Cultural Tourism Investment

This section will discuss the analysis of whether there were any differences in the perception that investing in cultural events and attractions for tourists is good for residents associated with different groups using the following demographic factors (age, income, ethnicity, and gender). Refer back to Table 2 for highlights of the demographic profile of survey respondents. The demographic factors served as the independent variables and the dependent variable was item 8N (Investing in cultural events and attractions for tourists is good for residents). In addition, this section will explain whether the statistical results allow for acceptance or rejection of the null hypothesis: 'there are no correlations between demographic factors such as; age, gender, ethnicity,

and household income with the perception that investing in cultural events and attractions for tourists is good for residents'.

Results from the ANOVA indicated that there were no significant main effects for the demographic factors of **age** $F(4, 298) = 1.26$, $p = .285$; **income** $F(5, 298) = 1.01$, $p = .412$; **ethnicity** $F(6, 298) = 1.07$, $p = .381$; and **gender** $F(1, 298) = 1.07$, $p = .302$. The null hypothesis is accepted due to the fact that none of the demographic factors are significant when it comes to affecting the perception that investing in cultural events and attractions for tourists is good for residents. See Table 9 for complete ANOVA results.

Table 9. ANOVA
Analysis of Demographics and Perception of Cultural Tourism Investment

#	Source	df	Mean Square	F	Sig.	Observed Power
	Corrected Model	16	.706	1.199	.268	.774
11	Gender	1	.629	1.068	.302	.178
14	Age	4	.743	1.262	.285	.394
15	Ethnicity	6	.630	1.070	.381	.421
16	Income	5	.595	1.011	.412	.360
	Total	299				
	Corrected Total	298				

R Squared = .064 (Adjusted R Squared = .011)

Dependent Variable: item 8N (Investing in cultural events and attractions for tourists is good for residents)

An additional ANOVA was run to examine demographic factors and resident perception of quality of life in order to determine if any demographic factors directly affected resident perception of quality of life. The demographic factors served as the independent variables and the dependent variable was item 7 (What is your overall satisfaction with quality of life in Indianapolis?). Results from the ANOVA indicated that there was a significant main effect for the demographic factors of **age** $F(4, 298) = 2.97$, $p = .020$ and **ethnicity** $F(6, 298) = 2.35$, $p = .031$. There were no significant main effects for the demographic factors of **income** $F(5, 298) = 1.33$, $p = .253$ and **gender** $F(1,$

298) = .768, p = .381. This result contrasts from findings from Cecil, et al (2010); which studied data from the Indianapolis Quality of Life survey between 2004 and 2008. Findings suggested that there was no evidence to differentiate individuals' perceptions of their quality of life based on demographics of gender, age, ethnicity, income, and length of residency (Cecil, Fu, Wang, & Avgoustis, 2010). See Table 10 for complete ANOVA results.

Though these results do not directly impact this study; the results highlight that the demographic factors of age and ethnicity have been shown to influence residents' perception of quality of life in Indianapolis. Furthermore, in consideration of resident perception toward cultural tourism investments these results suggest influences by other factors; namely, city-service attributes and resident perception of quality of life (or other factors not considered for this study).

Table 10. ANOVA
Analysis of Demographics and Resident Perception of Quality of Life

#	Source	df	Mean Square	F	Sig.	Observed Power
	Corrected Model	16	1.377	1.894	.021	.954
11	Gender	1	.559	.768	.381	.141
14	Age	4	2.161	2.971	.020	.791
15	Ethnicity	6	1.711	2.353	.031	.806
16	Income	5	.965	1.325	.253	.467
	Total	299				
	Corrected Total	298				

R Squared = .096 (Adjusted R Squared = .045)
Dependent Variable: item 7 (What is your overall satisfaction with the quality of life in Indianapolis?)

Summary

This chapter provided statistical data, analysis, and discussion that sought to accept or reject the following null hypotheses:

- There are no city-service attributes that serve as potential indicators of whether residents' perception of quality of life affects cultural tourism investment.
- There are no correlations between demographic factors such as; age, gender, ethnicity, and household income with the perception that investing in cultural events and attractions for tourists is good for residents.

Hypothesis one was rejected based on a two-way factorial ANOVA that was run to examine what city-service attributes identify as potential indicators of whether residents' perception of quality of life in Indianapolis affects residents' perception that investing in cultural events and attractions for tourists is good for residents. Results from the ANOVA indicated several interactions between city-service attributes and resident perception of quality of life on residents' perception of whether investing in cultural events and attractions for tourists is good for residents. To further examine these interactions, a simple main effects analysis was then performed on the significant city-service attributes (items 5A, 5B, 5G, 5H, 5I, 5J, and 5K) and resident perception of quality of life.

Hypothesis two was accepted based on an ANOVA run to examine whether there were any differences in the perception that investing in cultural events and attractions for tourists is good for residents associated with different groups using the following demographic factors (age, income, ethnicity, and gender). Results indicated that none of the demographic factors were significant when it came to effecting the perception that investing in cultural events and attractions for tourists is good for residents.

Chapter Five

SUMMARY, IMPLICATIONS, AND RECOMMENDATIONS

Summary

The purpose of the study was to examine city-service attributes to determine if they act as potential indicators of whether residents' perception of quality of life affects cultural tourism investment. This data was used to determine what residents thought concerning various city-service attributes and cultural tourism in Indianapolis. Demographic information was also collected. The study addressed the problem with the following research questions:

- What city-service attributes are identified as potential indicators of whether residents' perception of quality of life affects cultural tourism investment?
- Were there any correlations between demographic factors of age, gender, ethnicity, and household income with the perception that investing in cultural events and attractions for tourists is good for residents?

Residents of Indianapolis and the surrounding area who were eighteen years of age or older were a convenient sample used to survey resident perception of quality of life. Demographics of the survey participants and city-service attributes were analyzed and examined for significant correlation with items relating to resident perception of quality of life and cultural tourism investment.

Implications

The findings of this study have unique academic and applied implications in the continued study of tourism in Indianapolis, Indiana. This study provided research related to the study of quality of life in Indianapolis and reported statistics for the 2012

Indianapolis Quality of Life survey. The data and statistical analysis reported in this study will serve as valuable information for future endeavors concerning cultural tourism and quality of life in Indianapolis.

The identification of city-service attributes that significantly impact resident perception of quality of life and city-service attributes that, in conjunction with resident perception of quality of life, affect how residents perceive cultural tourism investments is important information that can be utilized by future researchers, tourism planners and policymakers in Indianapolis. The analysis revealed what city-service attributes are important to residents of Indianapolis and demographic factors that affect resident perception of quality of life. The continued examination of these city-service attributes may help to identify areas of public service that need to be improved.

This study demonstrates that resident level of awareness pertaining to the benefits of cultural tourism investment are relatively low. Tourism planners, officials, and researchers can utilize this knowledge to better facilitate methods to gain resident support for cultural tourism investment and development. In addition, this research can be utilized to better understand the needs of residents and how tourism and various city-services impact their quality of life. If cultural tourism planners and other tourism officials better understand methods to gain resident support for cultural tourism investment then they can maximize economic and cultural tourism gains for the city.

Recommendations

The Indianapolis Quality of Life survey has been continually updated since the beginning of the survey in the early 2000's. It is imperative to continue to elicit feedback concerning the study, instrument, and goals of the research. It is crucial to strive to

obtain a representative sample of Indianapolis and to gain satisfactory responses using the convenience sample survey technique. Ultimately, the goals of tourism research should be to focus on the crossroads of where tourist and resident satisfaction intersect and attempt to find equilibrium between the desires and needs of both groups.

Future studies specifically examining resident perception of quality of life in Indianapolis would benefit from an increased scope of the survey. Expanding survey locations to further reach communities that are outside of downtown would produce results that better encapsulate the wide socio-demographic aspects of the city and be more representative of the population. A limitation of the Indianapolis Quality of Life survey is that participants may be influenced by the cultural and sporting events they were attending and/or were occurring during the survey period. Future studies should work on ways to mitigate this impact for a less biased sample. It may be beneficial to discuss ways to include residents of Indianapolis in the quality of life survey that have less-opportunities to attend cultural and sporting events in the city. Importantly, continued research should examine methods to increase resident quality of life using specific data concerning important city-service attributes and demographic factors.

Concerning future studies related to resident perception of cultural tourism investment it is advised to design an instrument to solely examine this issue. This would produce more accurate results and remove any problems associated with an instrument not specifically designed to study resident perception of cultural tourism investment. It would be beneficial to obtain a more representative sample of the population of Indianapolis by altering and adding surveying locations throughout Marion and surrounding counties. In addition, it is crucial to consider what may affect resident

perception of cultural tourism investment and new methods to explore this topic should be considered. For example, other items not analyzed for this study from the Indianapolis Quality of Life survey could be analyzed. For example, it may be necessary to examine cultural tourism funding and the role of public subsidies.

In order to progress this research, studies should be done to understand how to better educate residents as to the benefits of cultural tourism investment. Furthermore, new quantitative statistical methods should be explored to better analyze data and yield new findings.

I suggest future studies also include sports tourism. This thesis specifically focused on cultural tourism to better present data regarding this issue; however, I believe future studies that examine both cultural and sports tourism could be beneficial. Aspects such as city-services and resident perception of quality of life could be examined from both cultural and sports tourism perspectives. This approach could produce beneficial results regarding cultural and sports tourism investment and potentially highlight demographic characteristics unique to cultural tourism and sports tourism supporters in the city of Indianapolis.

Appendix A

2012 INDIANAPOLIS QUALITY OF LIFE SURVEY

The Department of Tourism, Conventions and Event Management is conducting a 2012 Indianapolis Quality of Life Study of residents. You must be an Indianapolis resident, 18 or older to participate in the study. Your name is not required and only group results will be reported. The survey will take about 10 minutes to complete. Thank you for your time and valuable information. If you have questions, please contact us at 317.278.1647 or savgoust@iupui.edu.

COMMUNITY INVOLVEMENT/SENSE OF COMMUNITY

1. How much do you agree with the following statement? Circle one response.

	Strongly Agree		**Neutral**		**Strongly Disagree**
I feel a sense of community with others in Indianapolis and am able to share my interests and concerns.	1	2	3	4	5

2. What were the reasons you selected your response to question 1 above? Check all that apply.

____ Family connections in Indianapolis
____ Similar/different interests, leisure pursuits, stage of life
____ Interest in community activities
____ Ease to meet people
____ People's approachability and friendliness
____ Other

3. How safe do you feel in the following situations? Circle one response for each statement.

How safe do you feel…	**Very Safe**	**Safe**	**Neither Safe or unsafe**	**Unsafe**	**Very Unsafe**
In your home during the daytime	1	2	3	4	5
In your neighborhood during the daytime	1	2	3	4	5
In downtown Indianapolis during the daytime	1	2	3	4	5
In your home after dark	1	2	3	4	5
In your neighborhood after dark	1	2	3	4	5
In downtown Indianapolis after dark	1	2	3	4	5

4. If you felt “unsafe” and “very unsafe” in any parts of Q3 above, for what reasons did you say this? Check all that apply.

____ Traffic e.g. busy roads/heavy traffic/fast cars/lack of pedestrian crossings
____ Other environmental dangers e.g. unsafe playgrounds/rivers/open drains
____ Stranger danger e.g. undesirable residents/strange people/transients
____ Crime
____ Bullying
____ Other

5. How much do you agree or disagree with the statement, “I feel a sense of pride in the way Indianapolis looks and feels in regards to _____.” Circle one response for each statement.

	Strongly Agree	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**
Clean/no litter	1	2	3	4	5
Nice green city/beautiful parks and gardens	1	2	3	4	5
No crimes/theft	1	2	3	4	5
No air pollution	1	2	3	4	5
Many attractions/activities/events/things to do	1	2	3	4	5
Good transportation system	1	2	3	4	5
Great place to shop/nice shopping malls	1	2	3	4	5
Good/well maintained roads	1	2	3	4	5
Not too much traffic/easy to get around	1	2	3	4	5
Safety	1	2	3	4	5
Reliable police presence	1	2	3	4	5

6. More and more people from different cultures and traditions are moving to Indianapolis. Overall, do you think this makes Indianapolis _____. Select one response.

____ A much better place to live
____ A better place to live
____ Makes no difference
____ A worse place to live
A much worse place to live

7. What is your overall satisfaction with the quality of life in Indianapolis? Select one response.

____ Dissatisfied
____ Slightly Dissatisfied
____ Neutral
____ Slightly Satisfied
____ Satisfied

CULTURAL TOURISM AND INDIANAPOLIS

Cultural tourism is defined as experiencing the diverse mosaic of places, traditions, arts, celebrations and experiences that the Indianapolis area offers to residents and visitors. It is an important component of an overall tourism plan that emphasizes the total Indianapolis experience.

8. Use the above definition of cultural tourism and circle one response for each statement below.

	Strongly Agree	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**
I am aware of the city's recent accomplishments in cultural tourism.	1	2	3	4	5
I am aware of the city's plans for developing the Cultural Trail.	1	2	3	4	5
Indianapolis has the potential to succeed as a cultural tourism destination.	1	2	3	4	5
Cultural tourism helps create a positive image of Indianapolis.	1	2	3	4	5
Promoting cultural tourism can raise the profile of Indianapolis in other parts of the world.	1	2	3	4	5
Cultural tourism results in more attractions and events for the benefit of residents.	1	2	3	4	5
Cultural tourism is good for the Indianapolis economy.	1	2	3	4	5
I enjoy the cultural attractions the city offers.	1	2	3	4	5
I enjoy the city wide events and festivals.	1	2	3	4	5
I'm more aware of the city's culture because of cultural tourism promotion.	1	2	3	4	5
Meeting and talking to tourists is a positive experience.	1	2	3	4	5
Meeting tourists from around the world is life enriching.	1	2	3	4	5
Special events and festivals help create a community spirit across the city.	1	2	3	4	5
Investing in cultural events and attractions for tourists is good for residents.	1	2	3	4	5
More should be done to promote cultural tourism in Indianapolis.	1	2	3	4	5
Funding of cultural tourism is the responsibility of local government.	1	2	3	4	5

9. In your opinion, successful cultural tourism projects in Indianapolis mainly depend on which of the following factors? Check all that apply.

____ Preserve local customs
____ Organize festivals and events
____ Preserve historic sites and heritage attractions
____ Promote museums and galleries
____ Link the arts and tourism in communities
____ Invest in community's quality of life
____ Others (please specify) _____

SPORTS TOURISM AND INDIANAPOLIS

Sports tourism refers to travel to watch or participate in sports related activities. It capitalizes on the relationship between tourism and the high-profile, multi-billion dollar sports industry.

10. Use the above definition of sports tourism and circle one response for each statement below.

	Strongly Agree	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**
I am aware of the city's recent accomplishments in sports tourism (Super Bowl 2012, 2011 Big Ten Football Title Game)	1	2	3	4	5
I am aware of the city's plans for attracting major sports events.	1	2	3	4	5
Indianapolis has the potential to succeed as a sports tourism destination.	1	2	3	4	5
Sports tourism helps create a positive image of Indianapolis.	1	2	3	4	5
Promoting sports tourism can raise the profile of Indianapolis in other parts of the world.	1	2	3	4	5
Sports tourism results in more attractions and events for the benefit of residents.	1	2	3	4	5
Sports tourism is good for the Indianapolis economy.	1	2	3	4	5
I enjoy sports related activities I can participate in.	1	2	3	4	5
I enjoy sports related events that I can attend.	1	2	3	4	5
I'm more aware of the city's sports related offerings because of sports tourism promotion.	1	2	3	4	5
Meeting and talking to tourists is a positive experience.	1	2	3	4	5

Meeting tourists from around the world is life enriching.	1	2	3	4	5
Sports related events and activities help create a community spirit across the city.	1	2	3	4	5
Investing in sports is good for residents.	1	2	3	4	5
More should be done to promote sports tourism in Indianapolis.	1	2	3	4	5
Funding of sports tourism is the responsibility of local government.	1	2	3	4	5

DEMOGRAPHICS

11. What is your gender? ____ Male ____ Female

12. What is your relationship status? ____ Married/Partnered ____ Divorced
____ Single ____ Other

13. What is the zip code of your residence? _____

14. What is your age? ____13-30 ____31-43 ____44-56 ____57-72 ____Above 73

15. Which of the following represents your race or ethnic background? **Select one.**

____ Hispanic
____ Black, not of Hispanic origin
____ White, not of Hispanic origin
____ Asian or Pacific Islander
____ American Indian/Alaskan Native
____ Do not wish to answer
____ Mixed ethnicity

16. Which of the following levels best describes your **annual household** income?

____ $0 - $30,000
____ $30,001 - $60,000
____ $60,001 - $90,000
____ $90,001 - $120,000
____ $120,001 - $150,000
____ Over $150,000

17. How long have you lived in Indianapolis? If you moved away and returned, please included past occasions when you lived here.

____ Less than 1 year
____ 1 year to just under 2 years
____ 2 years to just under 4 years
____ 4 years to just under 10 years
____ 10 years of more

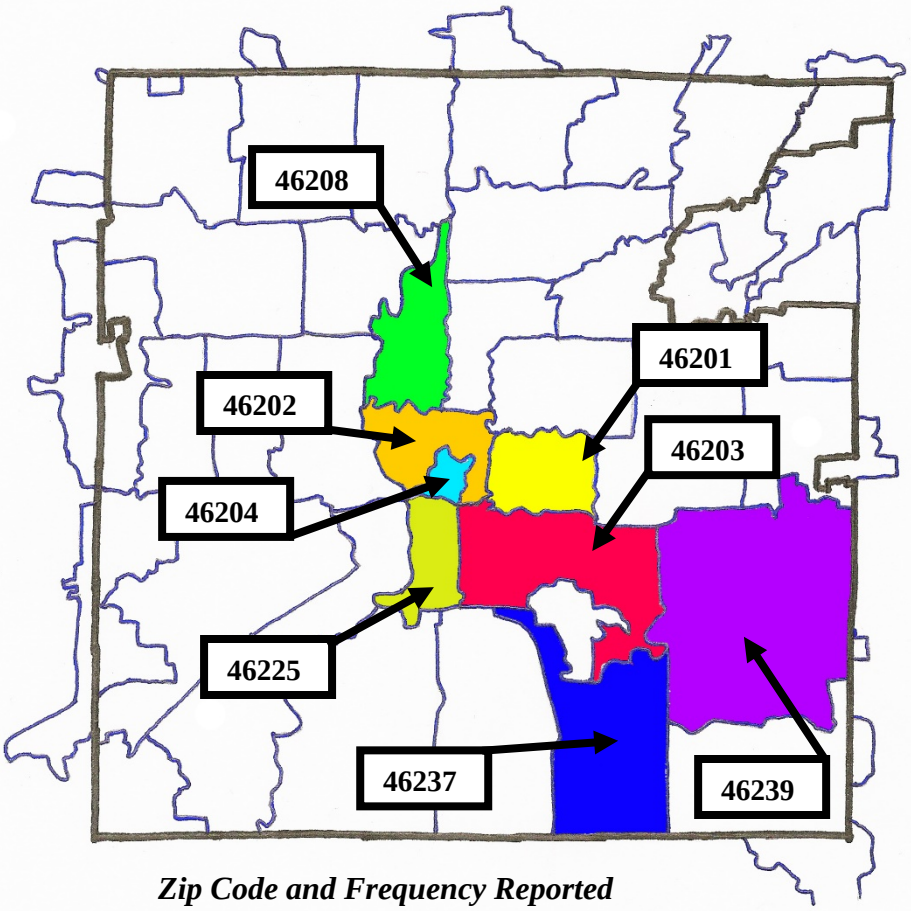
Appendix B

ZIP CODE DATA

Table 11.
2012 Indianapolis Quality of Life Survey Zip Code Data

Zip Code	Frequency	Zip Code	Frequency
46011	1	46218	2
46032	3	46219	5
46033	4	46220	6
46037	2	46221	1
46038	3	46224	3
46040	1	46225	10
46060	1	46226	1
46074	4	46227	5
46077	1	46228	6
46101	1	46229	1
46107	1	46231	6
46108	1	46234	3
46113	7	46235	2
46123	3	46237	16
46131	1	46239	11
46140	2	46240	7
46142	4	46241	1
46143	1	46250	9
46161	1	46254	2
46162	1	46255	1
46167	1	46256	7
46181	1	46259	1
46183	2	46260	4
46184	1	46261	1
46201	20	46266	1
46202	39	46268	7
46203	14	46270	1
46204	23	46275	1
46205	6	46278	3
46206	1	46280	1
46208	13	46815	1
46213	1	47904	1
46214	2	47905	1
46217	3	60561	1

Plate 1. 2012 Indianapolis Quality of Life Survey Zip Code Map
Top Eight Reported Zip Codes



Zip Code and Frequency Reported

46201 = 20	**46204 = 23**	**46237 = 16**
46202 = 39	**46208 = 13**	**46239 = 11**
46203 = 14	**46225 = 10**	

Adapted from www.city-data.com 2013

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CURRICULUM VITAE

Christopher Scott Gullion

Education

- M.A., Tourism, Conventions, and Event Management
  Indiana University – Purdue University – Indianapolis: May 2013

- M.A., Anthropology
  Ball State University, Muncie, Indiana: July 2008

- B.S., Anthropology
  Ball State University, Muncie, Indiana: August 2005
  Studied abroad in the United Kingdom and Italy. Summer 2004

Professional Experience

- Department of Tourism, Conventions, and Event Management
  Graduate Research Assistant
  Indiana University – Purdue University – Indianapolis
  December 2011 – May 2013

- Applied Archaeological Laboratories
  Field Archaeologist and Laboratory Assistant
  Department of Anthropology, Ball State University
  Muncie, Indiana
  May 2005 – August 2007

Professional Memberships

- Member, American Anthropological Association

Honors and Awards

- Graduate Research Assistantship, Indiana University – Purdue University – Indianapolis
- Lambda Alpha National Anthropology Honor Society, Alpha Chapter of Indiana

Areas of Research Interest

- Cultural tourism development
- Resident quality of life
- Transportation and infrastructure
- Tourism anthropology

Conferences and Research Presentations

- IUPUI Research Day, Indianapolis, Indiana April 2013
  - Invited Poster Session

Volunteer Experience

- Volunteer, Eiteljorg Museum of American Indians and Western Art
- Volunteer, Indiana State Museum

Organizational and Research Experience

- Graduate research assistantship related research for the Department of Tourism, Conventions, and Event Management at Indiana University – Purdue University – Indianapolis. Spring 2012 – May 2013
    - Graduate student handbook
    - Tourism program research
    - Procurator duties
- Catalogued Clark Wissler archives at Ball State University. Spring 2006
- Organization of Anthropology Club activities. Fall 2005
- Developed, organized, and participated in leadership activities for Student Action Team of Ball State University. Fall 2003

Collegiate Activities

- Member, Anthropology Club, Ball State University, 2004-2007
- Member, Student Action Team, Ball State University, 2002-2003